

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLVI, No. 13 NEW YORK, MARCH 28, 1929

NOT A COPY



"And you're ready to move in"

SINCE we've been telling the story of Hodgson Houses—"built in sections, shipped ready to erect"—we've learned a number of things.

We've learned, for instance, that people are buying Hodgson Houses because they can toss over their shoulders the cares and worries of building and be ready to move into an attractive summer home in their favorite vacation spot—almost before they know it.

We've learned, too, that people of means are the real Hodgson market. For the well-to-do are the very ones who most appreciate the inviting simplicity and perfect taste of Hodgson line, contour and plan. We have learned that when prospects realize that Hodgson will plan and erect the house for them without fuss or ado, sans the nagging troubles of building—they send for the Hodgson booklet and pick out a floor-plan.

That's the story, and we're sticking to it.

N. W. AYER & SON

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



A NEW PROCESS OF CEREAL
 MAKING... A NEW FLAVOR... A NEW HEALTH
 QUALITY... A NEW WAY TO ADVERTISE THEM
 ... FEDERAL TRANSLATES ALL OF THE GOOD
 THINGS ABOUT THIS FINE NEW PRODUCT OF
 H. J. HEINZ COMPANY INTO INTERRUPTING TERMS
 ... FEDERAL ADVERTISING AGENCY, INC., SIX
 EAST THIRTY-NINTH STREET, NEW YORK CITY.

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLVI

NEW YORK, MARCH 28, 1929

No. 13

The Advertiser's Audience

Are We All Silly or Is It Just Advertising That Is Silly?

By Theodore F. Mac Manus

President, Mac Manus Incorporated

MUCH present-day advertising reduced to its raw and unlovely essence is just a species of glorified rooster crowing. We all know Chanticleer. He celebrates not merely himself and his spouse and her egg, but the eggs of many spouses yet to be. And so with this advertising. It crows not only about the products which it apostrophizes but ascribes to them practically all of the felicities of life.

The cigarette has become almost a health food—certainly a weight reducer. The humble cake of soap has risen far above its modest mission of cleansing, and confers the precious boon of beauty upon whomsoever shall faithfully wash.

The motor car is a sign manual of social election. It is an engine of business efficiency. It is a mechanical miracle, and its creator, a demi-god. It and he are so many great things that it requires an expenditure of nearly \$100,000,000 a year simply to catalog them.

Beauty, health, learning and success are no longer the hard won rewards of virtue, character, education and endeavor. They can be bought in the first drug store or

bookshop. The shelves of almost every shop are laden especially with health.

We are all glowing, and sparkling, and snapping, and tingling with health, by way of the tooth brush, and the razor, and the shaving cream, and the face lotion, and the deodorant, and a dozen other brightly packaged gifts of the gods. Sometimes we can even extract an almost dangerous vigor and virility of sex from the same precious packages.

Science has been chained to the chariot of advertising. We know because we have seen pictured a thousand times stern looking

scientists attired in dentists' white drill jackets peering portentously through microscopes and test tubes and producing—miraculous motor oils, life-giving gasolines or epoch-making tooth pastes, or what-will-you.

What is the significance of all this—are we all supremely silly or is only advertising silly?

There is warrant for the dark suspicion that advertising is but the symptom of a disease. It would be horrible and humiliating to have to admit that we are as far gone as a reading of the news



Theodore F. Mac Manus

Table of Contents on page 174

columns of almost any daily newspaper would indicate. But in defense of advertising, it should be borne in mind that advertising must perforce appeal alike to the susceptibility of those who are far gone, those who are not quite so far gone, those who are intelligent, and those who are mildly insane—the latter category generously opening wide its arms to include nearly all of us.

Broadly speaking, the advertiser cannot afford to care whether his prospect is immune to the hypnosis of Aimee Semple McPherson or grows glassy eyed under the spell of her voodooistic incantations. He must endeavor desperately to strike an average.

The truth of the matter is that he is forever torn between the two harassing questions—how high dare I go and how low must I sink?

Roughly speaking, those who live almost exclusively on a newspaper diet are intellectual illiterates, and the advertiser must take that fact into consideration. If he followed the strict letter of fact he would class all of those who consider Eddie Guest a great poet or the late Dr. Frank Crane a sound philosopher as mental infants or adolescents, not to say defectives.

Gertrude Stein is a human being in spite of the almost inhuman incoherence of her style-of-speech, and she and all of her adherents must be taken into account as possible prospects or victims. He must leap from a study of this precious little coterie to the alarming fact that there flourishes in this land of freedom several million free souls who live, move and have their being after the manner of Harold Bell Wright. He must take and make note of Harold in the same breath that he is appalled by the fact that some thirty million Americans exist almost exclusively upon a daily diet of Arthur Brisbane. He dare not ignore Abie's Irish Rose any more than he can evade Spengler or Ludwig or Watson or Van Loon or Wyndham Lewis.

He is or should be the great interpreter of all sorts and condi-

tions of men. The novelist, after a fashion, knows his audience and can write at it, or for it. He has his own little world, but the advertiser must everlastingly remind himself that the world is not encompassed in the pages of *The New Yorker* or *The Saturday Evening Post*. He fronts his fearsome audience for a few moments only and with a beggarly array of words must not only captivate their imagination but successfully raid their pocketbooks.

They Are All a Part of the Audience

He is dealing not with one person but with one person multiplied by at least one hundred million. He must first study in the abstract, man and all of his natural, automatic, epileptic responses and reactions. Then he must study mankind in the mass, which at first glance looks very like a mess. He must be conscious of Mencken and equally conscious of all those whom Mencken for a very practical editorial purpose pretends to hate. He must adjudicate Mencken as a very charming common scold who has no remedy for the amiable weaknesses of which he complains.

He must steadfastly confront the unpleasant fact that some millions admire Billy Sunday, while other millions think they discern a great man in a great business man called Henry Ford.

It is useless for him to attempt to do battle with these facts for the very excellent reason that they are facts—and his swift and only stock-in-trade. His not to question why; his but to do them and die.

Where he does err is in mistaking the froth for the substance, the ephemeral for the real, the passing impulse for the permanent. There is loveliness and loveliness in the mass even though its surface seems to be smeared with the ugliness of the mob.

There is a key to the abiding and enduring reactions of this monster known as the public, when that monster is in the mood to buy—which is the mood of every day and almost every hour. This pre-

Thorough Trading Area Coverage Through One Newspaper!

How Milwaukee Buys Furniture

NATIONAL furniture advertisers during 1928 used more than four times as much space in *The Journal* as the other two Milwaukee papers combined!

Of the 26 advertisers in this classification 13 used *The Journal* exclusively! The other used more line in *The Journal* than in both newspapers combined!

Increase sales of your product in more than 1 out of 3 Milwaukee homes through *The Journal* alone.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

NEXT WEEK...The Local Furniture Lineage Story!

cious key is not the jazz appeal in advertising. Jazz ages die, but people in the mass live on.

Howsoever obscurely, people do preserve a respect for certain sanctities of conduct, and strange to say they seek most eagerly for these sanctities when they come to buy.

No man of any observation has reached the age of forty without seeing a score of business tendencies rise to the top of the business maelstrom, sweep everything before them and then sink back into oblivion. Every five or ten years has its styles and fashions in business procedure and public response to new appeals which gradually go by the boards leaving little of value behind them.

The Age-old Verities

The only elements which persist and continue to prevail are the primitive instincts of human nature—the age-old attitude of the buyer toward the seller and vice versa. Whether the advertising appeal of the moment be blindfold tests, testimonials produced by hot-house methods, or so-called modernistic art, or extravagant and almost ecstatic eulogy, the old primal relation between buyer and seller is not disturbed. The buyer is still looking for his dollar's worth, the seller, if he has even a modicum of good sense and desires to build even a semi-permanent business, is still trying to give him that dollar's worth.

It is unhappily true that we have in large measure become standardized in thinking and reading and doing, and that we are, therefore, in a measure susceptible to mass movements in merchandising and advertising. Temporarily a great many of us do respond to these passing styles and fashions of advertising appeal.

But these yieldings to the spell of the spellbinder are not permanent. They do not constitute a complete surrender of the really vital integrities of the individual.

Howsoever he may grope and struggle for their expression, the poor old man has certain private ideas of what constitutes right and

wrong to which he clings tenaciously through changing styles and fashions of thought.

Chesterton expresses it beautifully in his great book "The Ball and the Cross," which is the epic of the controversial struggle between an Atheist and a Christian. The two admirable exponents of dissent and assent stagger dueling across the map of England through several hundred polemical pages. In desperation they ultimately submit the great controversial question of God-or-no-God to an English peasant, befuddled with ale, whom they follow from an inn down a dark country road. He resents their bewildering questions. He finds in every phrase they utter a challenge to his liberty as an individual, and sums up his indignation in the defiant and drunken declaration repeated over and over again that he is a man! He has asserted his dignity and they have found an answer—and this answer is that whatever else may be, *MAN* is *MAN*. And that is the answer even in so slight a thing as business and so evanescent a thing as advertising.

No matter how many his falls from grace, no matter how far he may follow after false prophets, man is a *MAN* and for the best good of all concerned should be treated as a man even in the inconsequential affairs of buying and selling, advertising and business.

And what are the things in barter and trade which he feels to the very depth of his being and sums up in the grandiloquent declaration that he is a Man? Why, the old time-tried eternal verities, of course—the prosaic maxims of the copy book, the elementary decencies between man and man, the principles of fair dealing, the rights which must not be transgressed, the exchange of service for service, the return of a dollar for every dollar expended.

To imply in an advertisement that a certain book on will-power actually possesses strange, occult, magic properties, that it accomplishes almost instantaneously a revolution in the will structure of

(Continued on page 147)

New England's Second Largest Market

For the Year 1928

The

Providence Journal-Bulletin

carried

455,035 lines or 96.8%

**OF ALL RADIO ADVERTISING
IN PROVIDENCE NEWSPAPERS**

Providence with local stations on the National Broadcasting and Columbia hook-ups, is an excellent market for radio advertisers.

With a combined circulation exceeding 120,000 net paid, these great newspapers have a greater circulation than the eight other English language dailies in the state combined. They offer adequate coverage of this profitable market at a minimum cost.

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company
Chicago New York Boston

R. J. Bidwell Company
San Francisco Los Angeles Seattle

THE H. K. McCANN COMPANY
AND
OLMSTEAD, PERRIN & LEFFINGWELL

*join in announcing
the
consolidation of their businesses
under the name*

THE H. K. McCANN COMPANY

*Effective April 1, 1929, clients of the
above companies will find available
the combined experience and facilities
of the two organizations — for
domestic and foreign advertising*



THE H. K. McCANN

NEW YORK
DENVER

CHICAGO
MONTREAL

CLEVELAND
TORONTO

A PARTIAL LIST OF SERVICE PERSONNEL
FOLLOWING THE CONSOLIDATION
HEREIN ANNOUNCED



M. S. ACHENBACH	C. J. MASSECK
HARRISON ATWOOD	H. K. McCANN
RAYMOND ATWOOD	F. H. McCREA
DOROTHY BARSTOW	JOANNA McDERMOTT
AUGUST BRUHN	C. McKEEVER
R. B. CALKINS	HELEN MORRIS
L. L. CLEAVES	CLAUDE MULLER
BURT COCHRAN	CARL OHLIGER
R. H. COCHRAN	CLARENCE OLMSTEAD
BATES COMPTON	H. L. PALMER
JOHN T. DeVRIES	ROBERT I. PARKES
C. S. DUNCAN	EDWIN O. PERRIN
L. E. FIRTH	C. E. PERSONS
ALBERT GRAFF	CHESTER A. POSEY
KENNETH GROESBECK	B. W. RANDOLPH
COLIN HARRIS	FLORENCE RICHARDS
HOMER HAVERMALE	R. W. ST. HILL
H. Q. HAWES	GLADYS E. STEVENS
JAMES A. HENDERSON	F. A. TODHUNTER
E. D. HILL	F. C. VAN NAME
A. R. HOWELL	L. T. WALLACE
DANIEL KEEFE	L. D. H. WELD

COMPANY *Advertising*

SAN FRANCISCO

LOS ANGELES

SEATTLE

LONDON

PARIS

BERLIN

An Advertising Angle That Overcomes the Higher-Price Obstacle

When the Need for Its Farm Machinery Is Emphasized, the Case Company Finds, Price Is Less of a Detriment

"IN selling farm machinery," F. A. Wirt, advertising manager of the J. I. Case Threshing Machine Company, Inc., Racine, Wis., tells PRINTERS' INK, "it is very necessary to make certain that the prospect is first sold on the need of the machine. This is a principle that we attempt consistently to follow in all our advertising. We do not talk a great deal about our threshers, but bring them in more or less incidentally, in the midst of presenting points of interest to grain growers. Our whole object is to impress the farmer with what we believe to be a fundamental fact: namely, that a good threshing machine is a profitable investment rather than an inevitable part of his overhead expense."

In developing and putting into effect the thought advanced here by Mr. Wirt, current Case advertising is an interesting example of combining catalogs and farm-paper space so as to produce an effective background for sales. It takes in (1) the essential place a thresher holds in the farm profit scheme; and (2) the investment idea as opposed to expense.


"Our farm-paper advertising," Mr. Wirt explains in developing point number 1, "is almost wholly educational and is devoted to setting forth salient facts which every farmer can readily recognize and appreciate as such. We bring up such instances as the rainy fall of 1926 in Illinois, when literally

thousands of acres of grain were in the shock but was never threshed because the water spoiled it. In most instances, the storms came after the short period in which the thresher owner could have threshed out his grain and saved it. In

preparing the advertising, we bear constantly in mind that the farmer knows the grave risk of the loss he incurs through delayed threshing. We are talking in his language when we tell him that as long as his crop is in the shock or stood (a collection of sheaves set close together) not only his year's profits are in danger but the entire crop may be destroyed, thus subjecting him to a serious loss.

"With points like these established through a series of farm-paper advertisements, we have the foundation for talking the investment angle. To own a good threshing machine, the farmer

must put out rather a sizable sum of money. And right here is where the fine points of our advertising message come in. If he regards a thresher as an expense, and as something that is forced upon him by the fickleness of autumn weather, he most likely will buy the cheapest machine available. He reasons that he uses it for only a few days anyway, and why, therefore, should he pay out more money than he positively must? Considered on a price basis alone, Case threshers may suffer somewhat in comparison with other



When Your Crop is at Stake

The harvest time is coming fast. Machinery should be ready. You have just harvested a bumper crop. All around you are countless shocks of golden grain.

Whether you cash in on fifty, seventy-five or a hundred percent of this crop now depends on how soon and how well you can thresh it. Here is where the choice of a Case Threshing Machine is important to you because:

- It threshes fast and clean and saves the grain.
- It is simple, easy to operate and repairs are almost easily made.
- With heavy steel frames and advanced steel roller shafts, it is not affected by weather. It can and works, rain or shine. Therefore, it saves for rainy periods or years.

When you own a Case Threshing Machine you are insured against heavy losses. The insurance comes from nothing but a Case Threshing Machine for itself in a short time. The most successful grain growers in every grain growing country are now enjoying the protection and profit of Case ownership. You should be one of them.

J. I. Case Threshing Machine Co., Inc.
Racine, Wisconsin

CASE

- ☐ From Field to Paddock
- ☐ Profit by Better Threshing
- ☐ Thresher Owner's Assured Result

Name _____
Address _____

Case Advertising Is Almost Wholly Educational

A SUNDAY NEWSPAPER *that's a* DETROIT INSTITUTION



More than any weekday issue a Sunday newspaper must be built for home consumption, for on Sunday there is more time for reading and more people at home to read. A Sunday newspaper must therefore be newsy, yet it must also be entertaining. It must have more informative features and at the same time print fiction. It must pass in review the camera's collection of news events and at the same time publish fanciful illustrations and humor.

That The Detroit News accomplishes this difficult feat well is a fact substantiated by a circulation larger than that of any other Detroit newspaper, either week day or Sunday. The appeal of The Sunday News to the varying temperaments of Detroit's great population lies in the editorial excellence of the paper as a whole and the careful handling of the special units and sections which go to make up a truly metropolitan Sunday newspaper.

Naturally such a Sunday newspaper would appeal to the

people of America's fourth city, and naturally such a Sunday newspaper would become a productive medium for advertisers. During 1928 The Sunday News published one and a half times the advertising of the second Sunday newspaper and more than twice as much as that of the third Sunday newspaper.

An investigation of the possibilities of The Sunday Detroit News will convince you that this one medium adequately covers the field and economically tells your story to the greatest number of possible prospects in America's fourth market.

The Detroit News

The HOME newspaper

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 180 NO. MICHIGAN AV.

makes. To offset this we show how thousands of users of Case threshers have actually increased their incomes by better threshing, because of certain exclusive features possessed by the machines which mean more profit to the owner."

After establishing the investment feature through farm-paper advertising, as suggested here by Mr. Wirt, the company uses its catalog to introduce the climax of the argument. Coupons, one of which appears with every Case farm-paper presentation, make it easy for the farmer to send in for the catalogs and other direct-mail pieces which describe the details of the machinery and outline three methods of ownership. It is set forth that any grain grower who wants to make larger profits by better threshing can do so by owning a thresher individually, in partnership, or in a ring.

The advantages of individual ownership are of course obvious—if the farmer can stand the cost. He has the machine ready whenever he wants to use it and can easily get enough help from among his neighbors to make up a crew; he returns the compliment by agreeing to thresh for them after his own work is done.

By the partner method, two farmers purchase and operate a thresher together. This method (the full details are stated in the advertising) has the advantage of requiring a smaller investment from each individual, and is particularly good where neither of the farmers has grain enough to make a good run.

Joint Ownership Which the Company Recommends

But Case has found that the most prolific source of sales is in what it chooses to term "ring ownership." It has developed a method whereby a number of farmers may get together in the purchase of a threshing machine and legally obligate themselves to carry out the provisions of the agreement.

A blank form for making such an agreement is supplied by the company. Under its provisions

farmers can form a threshing corporation for the purchase and operation of a threshing outfit. Local Case representatives are instructed to stand ready at all times to advise and help farmers in forming such an organization; in many instances the representatives take personal charge of the transaction.

The farmers comprising the corporation appoint a secretary, a treasurer and manager, and a board of directors. They buy a machine, which is in general charge of the manager under the direction of the board of directors. The treasurer receives and disburses all money of the company and keeps the accounts. The secretary keeps the records and attends to all correspondence.

The corporation may pay the Case company cash for the outfit; or, as is more usually the case, give it a series of notes providing for payment at certain times. When a note comes due, the treasurer collects from each stockholder his pro rata share and pays it.

The machine is to be used primarily for taking care of the grain harvested by the members, but grain of non-members can be threshed at a certain stated price per bushel. All members pay to the treasurer the same charge for the machine's services that is collected from non-members. But at the regular annual meeting of the company all the net earnings of the machine are divided pro rata among the members. No money is paid over to any shareholder until he has paid into the corporation's treasury his proportionate part of the notes given in payment of the machine which comes due in that year. Any shareholder failing to make payment when due of the amount he owes on shares in the company, forfeits his shares and all interest in fees earned by the machine.

This method makes it possible for the machine actually to pay for itself within two or three years—counting the saving of the farmer's grain, the fees earned and the economical operation made possible through efficient management.



Wings for business in FLORIDA

Business needs wings—the “lifting power” of good advertising. In JACKSONVILLE the daily messages of many national advertisers and the majority of local merchants are placed before the eyes of the spenders of Jacksonville’s \$30,000,000 industrial payroll through advertising in The Florida Times-Union. YOUR product, if sold in Florida, becomes no shelf-clinger; it takes wings and nestles in the prideful arms of a purchaser—when backed by consistent advertising in

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

(Formerly Benjamin & Kentner Company)

New York	2 West 45th Street	Philadelphia	1524 Chestnut Street
Chicago	203 N. Wabash Avenue	Los Angeles	117 West 9th Street
	San Francisco		58 Sutter Street

The Daily News Does It



A LONG State Street in Chicago's loop are a single group of merchandisers whose annual retail sales volume is more than \$250,000,000.

THE CHICAGO D

Chicago's Home News

*Advertising
Representatives:*

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

Member of The 100,000

Group

Do it for State Street

These stores . . . the loop department stores . . . are faced with a tremendous problem. They must have sales . . . a huge volume of sales in every department, every day. Their advertising must produce results, immediately, consistently. The medium upon which they rely must be able to attract hundreds of thousands of shoppers into the loop, into the stores, up to the counters, to the point of sale, the year around.

For that purpose the loop department stores consistently and profitably rely upon The Chicago Daily News. For years they have placed more of their advertising in The Daily News than in any other Chicago newspaper. During 1928 they placed 4,796,075 agate lines of advertising in The Daily News, 730,634 lines more than in any other Chicago newspaper, daily and Sunday combined.

The Chicago Daily News does the job for State Street . . . carries the load consistently, successfully for Chicago's largest merchandisers. It will do the job for you.

CHICAGO DAILY NEWS

ome Newspaper

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

Group of American Cities



This answers the question: "Do the farm women read THE OKLAHOMA FARMER-STOCKMAN?"

During the fifty-one working days of January and February the home department of The OKLAHOMA FARMER-STOCKMAN answered 4,236 inquiries from women subscribers. This is an average of 82 requests a day from Oklahoma farm women who read and depend upon The OKLAHOMA FARMER-STOCKMAN for such varied information as the organization of farm women's clubs, quilt patterns, health in the home, maternity and infancy problems, dress patterns, canning information and recipes.

It is an accurate barometer of the reader interest in The OKLAHOMA FARMER-STOCKMAN among the farm women in Oklahoma . . . an excellent reason for the response from advertising which is directed to these Oklahoma farm women.

189,616 ABC Circulation Each Issue

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY
The Daily Oklahoman and Oklahoma City Times
Radio Station WKY—1000 Watts—900 Kc.

Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

What the Consumer Thinks of the Modern Testimonial

An Inquiring Reporter Is Enlightened by a Few Passers-by

By Roy Dickinson

MUCH has been written about the sad plight of that former respectable citizen of the advertising world, the testimonial. It has been pointed out how it has fallen from its former high estate and sincere attempts have been made to lay down rules indicating how the tainted testimonial may be spotted after careful investigation. Some men have leaped to a quick denunciation of all testimonials, others have pointed out the very real difficulties that stand in the way of curing one of the many ills from which modern advertising has suffered. But most of the discussions have been by men in the advertising business or so close to it that their point of view is from the inside out.

It seemed logical therefore, to ask a few consumers what they thought of the modern testimonial. So one morning last week, a few typical consumers were accosted by this reporter and asked what they thought of the kind of advertising about which there has been so much discussion. What the casual passer-by said is set down here in almost exactly the same words as he said it.

One thing this short investigation made me positive of is that the average person in New York City has definite views on the modern form of testimonial advertising. In no case did the question require any lengthy explanation. Whether the man was accosted in the railroad train, in an elevator, or on the street, he seemed to know exactly what was meant when he was asked what he thought about the signed statements of prominent users of various products. Nor, as will be seen, did he confine his thoughts on this sort of testimonial entirely to cigarettes.

The first passer-by was caught on an elevator. Dressed in a gray

suit and smoking a big cigar he proved to be none other than:

J. Epstein, Cushion Business, Great Jones Street

They have been going a little bit too much to the extreme in this business. I have read them but in them I have no confidence at all. I do not like them. They go too far. You can say I, for one, don't place any faith in them at all.

The next man accosted was busy. He was:

John Plate, Traffic Officer, The Bronx

Well, it's all a drawing card. Just to say a cigarette or something else tastes good or acts good, why you don't read it, see? I think the things are paid for but what of it? It's a drawing card. It makes you read it, that's why. I read 'em and I like 'em but I don't buy what they say, see? But it's a drawing card.

Almost across the street from that spot there was a chauffeur waiting for his lady. He was at first suspicious but thawed out and revealed himself as:

Peter L. Gregory, Chauffeur, Brooklyn

I think that all that stuff is good advertising but I don't believe it. But some of those people say they use it. Like soap. The wife at home saw these pictures of ladies and they said they use it. It might be good, she said, so she tried it, and she liked it. I don't know whether they use it but it makes the wife read anyway. I like to read the stuff, I don't believe it but it's good advertising.

Pete Gregory, in his remark about not believing it, but thinking it was good advertising, took an attitude which many people think is a very general one. A study of what has caused this attitude might lead into a variety of paths. Pete reads his advertising as he does a fiction story, or as he goes to see the movies. It takes him out of himself. Sometimes it amuses him. Yet his wife tries a

product which, to her husband's mind, has been written about in an unbelievable way. And there you are.

Once upon a time, Pete Gregory, the chauffeur, had been asked by a friend to write a letter about a special device for use on a carbureter. He had never used the invention but it would help his friend if he wrote about it as a user with enthusiasm. When he heard it might be published he didn't write the letter because he thought his boss might not like it. Advertisements had appeared signed by other chauffeurs but he had no confidence in them because he knew, or felt he knew, they were not from real users.

The next man was a consumer and a manufacturer:

C. E. Hodges, Furnace Business

In reading the paper I read each testimonial, and note who it is that said it. I think it gets my attention more than the usual kind of advertising. Sometimes it is unfavorable like that officer, I've forgotten his name, who could hardly seem to wait to get back from the sea to reach for a cigarette. I didn't like it at all. We are all interested in what people say, when the ads are short. The type is big. We like to see pictures, a short letter, a signature. The form makes it of compelling interest and easy to read. Then it is up to the reader to approve or disapprove. The method of presentation is what catches me.

Take those shoe ads. I never heard of most of those people who are shown walking up the street in whatever shoes those are, but I like that method of presentation. It looks interesting. They don't print a testimonial. They just show people walking and using the shoe. Is it Nettleton? No it's John Ward, I think. I like that.

The next call was made on a little group of floorwalkers with flowers in their buttonholes who happened to be gathered together near a counter in a store whose name must not be mentioned unless one gets the president's okay. So the store and the floorwalkers shall be nameless, but I will set down their brief views:

First Floorwalker

Personally I don't believe in that kind of advertising at all. Some years ago the Blank Tobacco Company asked the bowling team I was a member of to endorse their tobacco. I don't know, somehow none of us seemed to want

to do it and ever since that time I felt that all other endorsements are doped up in the same way. So I don't believe them and I never read them, but I do look at them.

It was becoming more and more difficult to discover ordinary citizens in the streets and stores of New York who had not been asked to endorse something or other. One began to feel like that noted cynic philosopher who went about in daylight with a lantern.

Then we come to what was said by:

Second Floorwalker

Well, the names in those ads are usually pretty good, and I like to read what those people have to say, if they ever said it.

And then there was the other man with his gray spats and nice gray tie who wasn't quite as talkative as the other two at first for he mattered in the background, but as a matter of record we put down the words of:

Third Floorwalker

All that advertising strikes me as being the bunk. While I don't know just how they go about getting the names, the letters and the pictures of those people, I have always been suspicious about the whole thing. What I mean, some of them after they said the stuff and got paid for it, something tells me they wish they hadn't sometimes said it. It looks phoney and makes a fool out of some pretty good people.

The next man on a subway train was another one of those double action men; in business and a consumer also. He was from out of town, by name:

Ellwood Smith, Drug Clerk, Camden

Bunk. I don't believe anything I read in those kind of ads. I really don't. Big people don't have time to sit down and write that kind of stuff. Somebody does it for them. I don't know who it is but it's the bunk. I happen to know how they get them. Take dentists now. I've got a friend who is a good dentist. They send him all kinds of stuff. Take the dentist now who gets a carton of cigarettes or a big box of cigars. He ain't going to say he hates them. Wouldn't you like to get a carton free? Sometimes they get more than the smokes too, believe me. I happen to know.

All of the people I had the nerve to accost up to this time had been

men. It struck me that it was high time one of the more careful sex was approached. At the risk of physical violence, I secured the honest opinion of an upstanding Dutch girl who happened to be:

Lies Arenthorst, Nurse, Kampen, Holland

Well, I read those advertisements but never did they make me buy yet. Never could I quite believe. Always I wanted to go to the name and the address of the people I saw to ask really if they tried as they said. But I tell you what did make me buy. It was for Vapex. It told how in the war it was used. It told how it was good for colds. It didn't tell me who tried it with a picture. But it read true so I tried and I have used all winter. It is good. That was a good advertisement.

On lower Broadway, I asked the opinion of:

Andrew A. Allen, Insurance, Singer Building

You mean like the cigarette advertisements or some of those for the beauty creams? Well, it seems to me everybody thinks it funny. I get lots of laughs at it. It seems to be regarded as a joke. When you see Tilden or a man who has just leaped into fame, or some big athlete endorsing a cigarette it looks to me like it's overdone. It doesn't exactly destroy my confidence but it isn't convincing. I don't think that those people give a rap about what kind of a cigarette they smoke. I don't think they ask for one at crucial moments. Its just a kind of publicity, I suppose, but it don't ring true to me. It's just funny.

The very next man who was asked what he thought of the modern type of testimonial advertising happened to be a doctor, one of those rare ones who admits he is a general practitioner. He had an angle on the situation which was a little bit different from that of anyone asked up to that time. So let all men interested in the whole question of better advertising listen to the words of:

Dr. William J. Davis, East Orange

I don't think much of them, if you ask me. It is just a matter of money to the people whose names are used. But there is nothing new about the practice. I don't think that it is anything to get very excited about. In the old days they used to give bicycles to well-known racers who would write words of praise for money. Of course, I can't exactly understand why so many notables are willing to sign their names

to public statements, some of which sound so ridiculous. But I can't see that their foolishness hurts anybody much.

More harmful, it seems to me, and to be put almost in the same class as patent medicines or fake cures, are products which are advertised as cures for this or that ailment. If it was only the fakes who did this I suppose they could be reached by existing laws. But, the great danger is done by legitimate advertisers or legitimate people, makers or producers of things which are good for some people, who attempt to prescribe for 100,000,000 people.

Every doctor and a great many parents know, for example, that every baby does not thrive on cow's milk. While a modified form of cow's milk may be right for one baby, a totally different preparation is needed for another and some cannot touch milk at all. Supposing that a group of milk producers used advertisements frightening mothers into believing that unless their babies took straight milk the child would suffer from a whole group of diseases.

The really harmful advertising of today, it seems to me, is the kind which does just this for entirely too many products. While a certain food or a certain thing may, in a general way, be good for people and, also in a general way, produce certain results in normal people, or in most people, it is very dangerous to make a blanket prescription of it. A manufacturer may make a perfectly sincere test on a few people and then run into print enthusiastically prescribing his product for the whole world. Unknowingly he may do a tremendous amount of damage to the health and actually endanger the lives of many people. It seems to me that you people who are interested in these things ought to get excited about that. It strikes me as being much more important.

In this saunter among a very small cross-section of the general consuming public no "selling" was done. Every single person approached was willing to talk at the drop of the hat and all were interested in the question which has so engrossed the advertising business. But, sitting at my desk and looking over the notes which were taken down at the time of each interview, I found that certain facts stood out.

Some of the public likes to take its advertising as it takes its fiction. In the long run, that attitude will be a bad thing for advertising. It is a modern, cynical, what-of-it attitude. It certainly hasn't been helped by exaggerated copy, by pseudo-scientific copy, or by the tainted testimonial. While the last type of advertising may not have been the sole cause, it certainly has

been at least a contributory one.

From the way in which the passers-by presented their views, it would appear that it has been the form of presentations, the big picture, the big type and the whole display which have attracted attention as much as the testimonial itself. Some people don't mind trying a thing they have heard about in this way even though they think they are being fooled when they read about it. And yet, it would seem that the doctor, and he probably expresses the thought of hundreds of other doctors, suggested a thought to the advertising business which should not be lost sight of in the current hue and cry about one phase of super-advertising.

Most publishers, advertisers and advertising agencies are co-operating to produce believable, honest and sincere copy. It is a difficult job to convince a man who has a thing which has been good for him and a few of his friends, that he shouldn't sell it to the whole world on the same basis. And yet that very sincere man, his agent and the publisher who accepts the copy in good faith, may be doing more harm to the great mass of the public than all the tainted testimonials in the world. It is going to take an infinite amount of patience and tact to change this particular type of super-advertising. But this main question, this definite step in the long fight to make advertising more believable, should certainly not be forgotten in a current discussion about one detail.

Now the Franklin P. Alcorn Company, Inc.

The name of the Alcorn & Seymour Company, Inc., publishers' representative, has been changed to the Franklin P. Alcorn Company, Inc.

Roche Agency Opens Buffalo Office

The Roche Advertising Company, Chicago, has opened an office at Buffalo, N. Y., under the direction of H. S. Bishop, vice-president.

Appoints N. W. Ayer

The Super Maid Cook-Ware Corporation, Chicago, has placed its advertising account with N. W. Ayer & Son.

Changes on Scripps-Howard Staff

Stuart S. Schuyler, business manager of the New York *Telegram*, has been appointed director of the national advertising department of the Scripps-Howard Newspapers. He succeeds William S. Cady, who becomes business manager of the Denver, Colo., *Rocky Mountain News*. John E. Finneran, sales manager of the national advertising department, has been made general manager of that department.

Noel McNeish, recently appointed assistant publisher of the *Telegram*, is now functioning as business manager. Joseph Cauthorn, business manager of the *Rocky Mountain News* and the San Francisco *News*, has been appointed business manager of the San Diego, Calif., *Sw.*, continuing in that capacity with the San Francisco *News*.

The national advertising department of Scripps-Howard has adopted as a definite policy the plan of selling national space in the entire list of Scripps-Howard papers as a unit.

McCann and Olmstead, Perrin & Leffingwell to Consolidate

Arrangements have been completed for the consolidation of The H. K. McCann Company and Olmstead, Perrin & Leffingwell. The consolidation will become effective April 1.

The merged businesses will be conducted under the name of The H. K. McCann Company, with which Clarence Olmstead, Edwin O. Perrin, John T. DeVries and Chester A. Posey will become associated as executives.

O'Neill Ryan with Chicago Mill & Lumber Corporation

O'Neill Ryan, formerly assistant general sales manager of the Celotex Company, Chicago, has been appointed general sales manager for the new insulation division of the Chicago Mill & Lumber Corporation. This division will start production in September on a form of insulation made from hardwood fibres.

LaSalle University Appoints Critchfield

LaSalle Extension University, Chicago, has appointed Critchfield & Company, advertising agency of that city, to direct the advertising of its home study courses. Magazine and business publications are used.

Wilsnap Fastener Account to John S. King Agency

The Wilsnap Fastener Company, Cleveland, manufacturer of Wilsnap fasteners, hairpins, etc., has placed its advertising account with The John S. King Company, Cleveland advertising agency.

Unlike **MOST OTHER CITIES!**

*Indianapolis has no "Problem"
in Her Newspaper Situation*

THE Hoosier metropolis offers no "guessing contest" about which newspaper to select. There is no jungle of figures to confuse the advertiser.

That is because Indianapolis has one big, outstanding newspaper which does the advertising job thoroughly and economically; one big concentrated circulation that virtually blankets the city and surrounding territory. The News is read by 86 out of every 100 Marion County (Indianapolis) families and by 47,605 additional families in the rich Indianapolis Radius.

The News... ALONE... Does The Job!



The **INDIANAPOLIS NEWS**

Sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York:

DAN A. CARROLL
110 East 42nd St.

Chicago:

J. E. LUTZ
Lake Michigan Bldg.

IT is estimated that over 25,000 people enter Indianapolis every day by passenger automobiles alone



RHYTHM—U.S.A.

AMERICA strides upon the highway to the future with a rhythm new to all the world—a rhythm firm, decisive, powerful. Maintaining its strong and steady beat, swelling constantly in volume, its vigor pulses to the Antipodes. The men and women of America, one hundred and twenty million strong, are marching to the quickest beat, the fastest pace in history.

CHICA

Hea

Build

M

And marching with them, the New York Evening Journal keeps pace. Its pages are alive with the energy of wide-awake America. It does not drowse over the news. It is electric with vitality. Its front page necessitates no groping by the reader to learn the living news of the day. Its editorial page is brief and forceful. Its financial news is clearly and accurately set forth. Its other pages cover comprehensively, crisply, the fields of sport, fashion, science and art. It is America's most widely read evening newspaper.

A. It dominates the New York market with over DOUBLE the circulation of the next New York standard evening paper.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:

Hearst
Building

DETROIT:

Book Tower
Building

NEW YORK:

9 East
40th St.

ROCHESTER:

Temple
Building

BOSTON:

5 Winthrop
Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

**The largest display
gain in the United States
in 1928 was not
just a "flash" for
the Detroit Times.**

**So far this year
the Times is over
300,000 lines ahead
of 1928—**

"The Trend is to The Times"

Ten Years But a Day

An Iterated Plea for a Publicity General of the United States

By Robert Tinsman

President, Federal Advertising Agency, Inc.

ON March 13, 1919, PRINTERS' INK ran an article under my signature, entitled: "A Plea for a Publicity General of the United States."

I advocated then, as I do now, the opportunity and need for an advertising manager of what is commonly called the biggest business in the world—the Government of the U. S. A.

On March 14, 1929, PRINTERS' INK ran an editorial in support of Bruce Barton's suggestion for a \$2,000,000 appropriation to sell the Peace Treaty to the world. The editorial also commented on the fact that so obviously inadequate a sum as \$50,000 had been set aside from the prohibition enforcement fund for advertising.

As advertising men, we have a right to hope that such a research engineer as President Hoover will appreciate the economy and effectiveness of progressive advertising in furthering the business of good government by explaining and "selling" its objectives to the voters.

To quote from my previous article: "We need a Publicity General to teach the public how to use our governmental departments, maintained at vast expense but used too little by far.

"How many of us make consistent use of the census statistics in our work, using these proved figures to build the foundations for our conclusions?

"One of our great publishers is the exception—his department of

research is a monument to its intelligent use and you see its study reflected in the informative canvass of his youngest advertising representative.

"To what extent is the average manufacturer informed of the activities of the Department of Labor and of Commerce?

"Yet in many ways are they calculated to assist him actively in his day's work.

"We read a lot of disconnected articles about the wonderful work of reconstruction planned by our very efficient Department of the Interior, but who among us can give any sensible summary of its past achievements or future plans? How can Secretary Lane

Americanize the immigrant without the limitless assistance of advertising? You have heard of the Pan-American Union, possibly have seen its beautiful home in Washington, but can you tell me how to use it to help your export business? Yet we are told it was organized to promote commercial intercourse between the twenty-one American republics."

Since this was written, ex-President Coolidge paid advertising its most significant tribute when he made his great speech on advertising before the Washington Convention of the American Association of Advertising Agencies.

It was my good fortune to bear the invitation of the New York Council to the President to address it there, which he could not do, but the mountain afterward went to

WANTED—an advertising manager for the biggest business in the world—the Government of the U. S. A.

It was ten years ago that Mr. Tinsman first advanced this suggestion in "Printers' Ink." Today, he is more convinced than ever that a United States Advertising Director would find immense opportunities to put advertising to work.

The Government has accumulated unassailable evidence proving the emergency value of advertising. But why await an emergency? Mr. Tinsman asks. Surely, he says, that is not the Hoover tradition.

Mahomet instead, and the result is advertising history.

All my preconceived ideas of his austerity and chill were at once dissipated when he put me at my ease with his friendly greeting: "Well, Mr. Tinsman, how's the advertising business?" His tone then, and his words later on, proved how indispensable to progress he considered wisely planned advertising to be.

When the wonderful Liberty Loan campaigns were conducted by the Treasury Department, the Government accumulated evidence as to the emergency value of advertising that is unassailable. Why await an emergency?—certainly that is not the Hoover tradition.

And the business developments in the Government's expansion plans will provide every opportunity for advertising to show its greatest returns.

All the opportunities of ten years ago still exist—only in greater measure. Farm relief—what a problem to sell the successful solution to the rank and file! Personally, I have for some years handled the advertising of the American Cotton Growers Exchange—the great Co-op organization, of 300,000 planters in ten States—and I have an inkling of the advertising-selling problem ahead of farm relief.

Then the crime commission—no doubt it will receive tons of "publicity"—planted broadcast by clever propagandists, but it will need more than that; it will need a straight advertising campaign to convince prospective criminals that sooner or later every criminal always loses. It must be put where he gets its message—it must be class advertising in reverse English. This in addition, of course, to the enforcement campaign already planned.

The objection will doubtless be made that advertising is too irresistible an influence to be subject to the dominance of the party in power; no doubt the same was said about the financial power put into the hands of our first Secretary of the Treasury. No need to worry about that—the voters will still

have the referendum and recall. Sooner or later, a United States Advertising Director will keep the people better informed about their Government; and then you'll soon begin to see better citizens begin to take a participating interest in good government.

And when a Secretary of Publicity sits in the Cabinet alongside the Secretary of Education, then the last day of the professional politician will have dawned—may it be soon!

D'Arcy Agency Opens Cleveland Office

The D'Arcy Advertising Company, Inc., St. Louis, has opened an office at Cleveland. John Young Brown, Jr., who has been with the D'Arcy agency for eight years, will be manager.

Herbert W. Cooper, formerly assistant advertising manager of the De Soto Motor Corporation, Detroit, has joined the D'Arcy agency, and will be located at the new Cleveland office.

F. A. Kapp Joins Toledo Agency

Frank A. Kapp has joined the United States Advertising Corporation, Toledo, as an executive on its board of planning and marketing. He was, at one time, with the Charles H. Fuller Company, Chicago advertising agency, and previous to that was vice-president and general manager of *Motor Life*, New York.

Stacy-Adams Appoints Wood, Putnam & Wood Agency

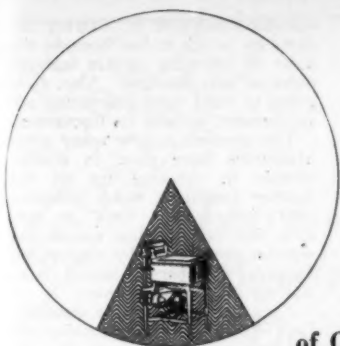
The Stacy-Adams Company, Brockton, Mass., manufacturer of men's shoes, has appointed the Wood, Putnam & Wood Company, Boston, advertising agency, to direct its advertising account. Newspapers and dealer-help material will be used.

Appointed by Likly Luggage

Likly Luggage, Inc., Fitchburg, Mass., has appointed The Porter Corporation, Boston advertising agency, to direct its newspaper and dealer-help advertising. Magazine advertising of Likly Luggage, Inc., is being directed by the United Advertising Agency, Inc., New York.

Bell & Howell to Charles Daniel Frey

The Bell & Howell Company, Chicago, motion picture apparatus, has appointed the Charles Daniel Frey Company, advertising agency of that city, to direct its advertising account. This appointment is effective July 1.



18.91%

of Chicago Evening American reading families (and 18.77% of all Chicago families) own electric washers★. With 97.66% of Chicago Evening American homes wired for electricity, the opportunity presented to the advertiser of electric washing machines in the columns of the Chicago Evening American is almost limitless.

★From *The Chicago Evening American Market*, a presentation of tabulated facts gathered in a great survey of Chicago, independently conducted under the financial sponsorship of this newspaper. Disclosure, in one of several forms, of the vital facts of the survey to agencies and advertisers at their offices, may be arranged directly with this newspaper or through any of its offices or representatives.

CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.

Weathering Weather's Whimsies

COCKFIELD, BROWN & COMPANY
LIMITED
MONTREAL

Editor of PRINTERS' INK:

Would you kindly send me any references in PRINTERS' INK which you may have on the subject of—General effects of climatic conditions on trade.

COCKFIELD, BROWN & COMPANY,
LIMITED,
R. LEBOUTILLIER.

IN certain industries there is no more important matter than the effects of climatic conditions on trade. Old man weather is a whimsical soul and his pranks are trying indeed to the soul of the business man whose business is regulated by weather conditions.

Of course, in most cases it is possible for the manufacturer to do something other than merely sit by supinely and pray that the seasons will come and go on schedule. Various plans which enabled manufacturers to make their businesses less dependent upon weather have been described in these columns. However, there is one thought which occurs to us in this connection that concerns a phase of the situation which apparently has not received the attention it deserves. This phase has to do with the thoroughness with which manufacturers and others have actually investigated weather conditions in the localities in which they operate.

For example, we understand that a department store in a large city recently concluded an investigation of the weather records of its sales areas for the last fifty years. This investigation has proved at least to the satisfaction of the store owners, although not to the weather bureau, that there has been a distinct change in the weather prevalent in that locality. According to the department store's findings, the summers are milder than they were years ago and the winters milder and longer. Spring, especially, this store asserts, has registered a distinct change in that locality during the last fifty years.

The store is going to back up its conclusions concerning changed

weather conditions by altering the dates on which it has been in the habit of featuring certain seasonal items of merchandise. Also, it is going to build some interesting advertisements around its discoveries.

The question is, how many manufacturers have gone to similar trouble in checking up on the weather traditions which influence their industries? Isn't it possible that certain ideas concerning weather entertained by various industries are merely sacred cows waiting to be toppled over?

Then there is also this question: Isn't it possible, by advertising and the promulgation of new ideas, to get consumers to change their ideas regarding the sort of weather during which a certain item ought to be, and ought not be used? For example, women these days wear extremely low cut shoes all year round. Men wear oxfords the entire twelve months. So few as ten years ago, all this would have appeared silly. Today it is accepted as quite logical.

Regardless, then, whether or not weather conditions are changing in various localities, there is always the possibility that popular notions concerning the relation of weather to the use of certain articles may be changed. There is no doubt at all that a decade from now a lot of the ideas we entertain today regarding weather conditions and their relation to various items of merchandise will have undergone startling changes. The manufacturers who are sufficiently alert to catch these changes as soon as they begin will be the ones to profit.—[Ed. PRINTERS' INK.]

Appoints H. S. Howland Agency

The American Reproducer Corporation, Jersey City, N. J., maker of Amervox Dynamic Reproducers, has placed its advertising account with the H. S. Howland Advertising Agency, Inc., New York.

R. H. Compton Joins James Houlihan, Inc.

Roy H. Compton has joined the Los Angeles office of James Houlihan, Inc., advertising agency. He has been, for the last ten years, Pacific Coast manager of Mack Trucks, Inc.

BO
BOOK
BOOKLETS

*There is Something
A Booklet Has or
Doesn't Have*

THERE is something about the right kind of a booklet that makes it mighty effective advertising. But that certain quality that makes it right is an elusive thing.

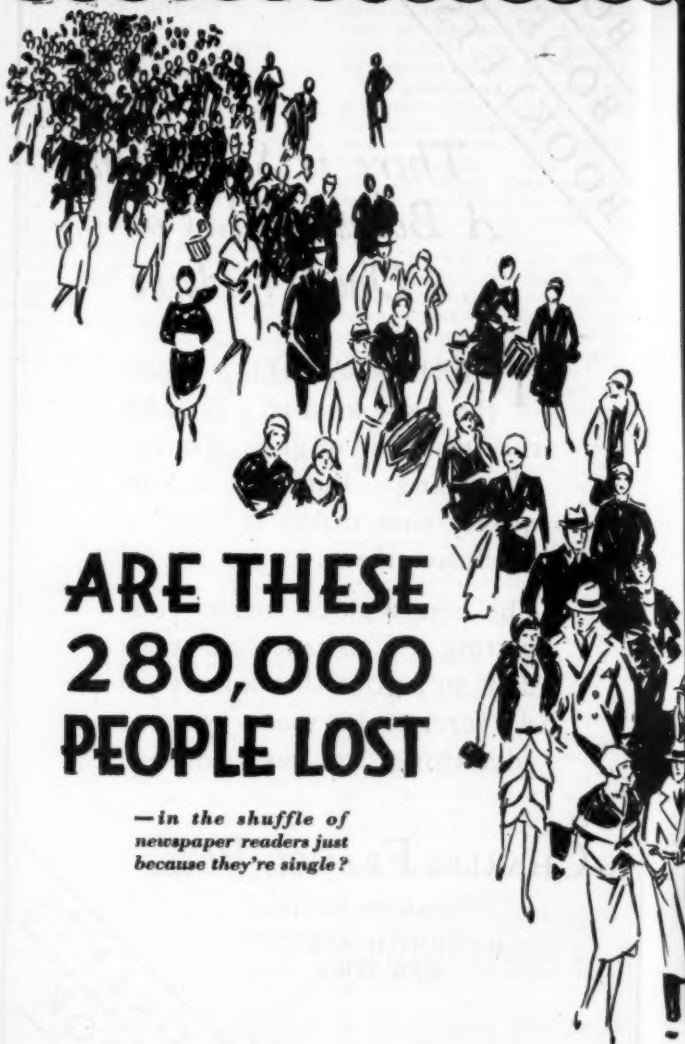
The best way to insure your getting it is to have your work done in a plant that knows the difference between printed advertising and just printing.

CHARLES FRANCIS PRESS

Printing Crafts Building

461 EIGHTH AVENUE
NEW YORK

BOOKLETS
BOOK
BO



ARE THESE 280,000 PEOPLE LOST

*—in the shuffle of
newspaper readers just
because they're single?*

THERE are living and working in Chicago, 280,000 single men and women, above the age of 20, who do not make up a part of any family group. The government census accounts for them in general population figures—but in the computation of families—(which is determined by dividing dwellings into population on the basis of one family to a dwelling) these 280,000 independent buyers of merchandise lose their identity. As independent buying units they are lost in the shuffle that become groups of 4.1 persons, or “census families.”

It is through this method of computing “census families” that Chicago newspapers have been enabled to make family coverage claims which, now that the facts are known, are now obsolete.

How there are 390,000 occupants of 18,000 hotels that have been counted as only 18,000 families, how actual “buying units” differ from “census families” by 43.3% and how no Chicago daily newspaper covers more than 46% of the actual “buying units” is contained in an illuminating booklet, “Solving the Mysterious Disappearance of Half a Million People.” Send for it!



THE CHICAGO HERALD *and* EXAMINER

One of the 28 Hearst Newspapers Read by More Than 20,000,000 People

J. T. McGIVERAN Advertising Director

B. W. COMPTON
Western Adv. Manager
915 Hearst Building
Chicago

E. M. COVINGTON
Eastern Adv. Manager
285 Madison Avenue
New York

T. C. HOFFMEYER
Pacific Coast Adv. Mgr.
625 Hearst Building
San Francisco

57% of the entire contents of The Detroit Free Press for the first two months of 1929 was *news*.

¶

GIVING the reader the "better half" of the bargain between news and advertising is, we believe, good practice in the interests of all concerned—reader and advertiser.

¶

AFTER all, we have never yet found anyone except the "out-of-works" who paid three cents for a newspaper just to read an advertisement. Newspapers are purchased primarily

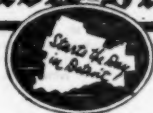
for their *news content*, and if the news content is as it should be, both as to quantity and quality, then advertising profits *more*, and also *most*.

¶

THE Detroit Free Press effectively serves every other home in the entire Detroit Market, which is, likewise, a very *valuable* service to the advertiser who wishes to cover it *well* without *waste*.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

Don

Foreign
Tra

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Export

Don't Let Credit Policies Hamper Export Sales Programs

Foreign Customers Should Receive Same Considerations as Domestic Trade—Less Risk of Endangering Sales Investment if Counsel of Export Manager Is Sought

By H. L. Gemberling

Director, Foreign Sales, Sherwin-Williams Company

THE foreign sales manager gets his experience and training from contacts in foreign countries. Most credit managers obtain theirs in the home country. Granted that both are capable men, should not the credit manager be willing to accept to some extent the judgment of the sales manager when he recommends a certain line of action, just the same as the sales manager is glad to get the advice of the credit manager?

How many credit managers have ever been in the foreign territories? If they can't speak the language of the people they are doing business with, how can they learn to know them and apply the same psychology of methods in an intelligent handling of all that the subject "credits" implies to their various foreign problems, unless the credit manager is willing to be guided somewhat by the knowledge possessed by the sales department?

The matter of credit and all that it implies has been worked out carefully and in most instances over a period of years to govern the acts of a credit manager handling domestic business. When the foreign market is considered, obviously the correct line of action to take is the same that has made the American manufacturers so successful at home. Each country and each people should be considered as a separate unit, and then the problem should be given that same intelligent consideration as has been given to the home country and home people.

Why should terms govern a delivery to a territory where it takes

from two to four months from factory to warehouse, that are granted for delivery of from one to ten days from factory to warehouse in this country? If terms are granted on a basis of turnover to our customer in the home market, should this fact not be taken into consideration in making terms to our customers in a distant market? Whereas terms of sixty days to a home market customer may give him possession of the merchandise upwards of fifty days, the same terms to a customer in South Africa means payment before goods are actually in possession. No credit manager can reasonably object to giving his foreign friends the same accommodation his company policy allows for the home customer.

A definite policy governing terms should be decided upon but if so-called regular terms, according to the company's policy, are thirty to sixty days for the home customer, and these are extended to give the foreign customer the same benefit enjoyed by the home customer, the sales department should not be accused of asking for unreasonable terms, nor the credit manager accused of granting special or long terms.

There very often does arise a condition where special terms are necessary and can be justified from the standpoint of sales and profit. The sales department should and does sense such a condition first. A new market has been surveyed, and opportunity to enter has been presented by the field organization, initial business is obtained, at a high cost to the sales organization, a definite investment has been made, prospective customer is willing to enter into a business agreement but asks help until his returns from

From an address made last week at a meeting of export executives held at New York under the auspices of the Export Managers Club of New York.

the sale of the new product should come in. Oftentimes the customer's investment between the duties, freight, and other expenses amounts to 50 per cent of the value of the first order and the amount generally has to be paid in cash.

What is very often lost sight of here is that we are asking the customer to give us warehouse facilities to get distribution but because of the idea that special terms are being granted, we are not willing to give the same service to our foreign friends that the company gives when stocks are placed at strategic points in this country, at the company's expense and risk. We ask the customer to take all warehouse expense and eliminate all risk of unsalable products and slow moving products that often are covered by the first order no matter how carefully the customer and sales department study the requirements of the market.

The thought here is that it would denote no weakening of the credit policy in backing a definite sales program when such a request is made from a good prospective customer, and has been considered by the same department, if it is recommended that special terms be granted on initial business. The loss of the customer by a refusal of the credit department to grant special terms on the first order may represent an entire loss of the investment made in the market by the sales department. If not granted, and the customer's stock on the initial order is reduced to what the customer feels he can reasonably finance, the stock placed on the market may be far under in volume what is necessary to achieve desired distribution. This may retard the early return of profit on the original investment, by reason of sales department expenses, or it may delay the real entry into the market with a right distribution for a long period, losing the results of the psychological moment for entry as developed by the sales department.

Too often has a valuable agency franchise been granted for these reasons: Size and financial strength

of the foreign company (this company may handle anything from lumber to needles); it has salesmen covering all of the country, and it handles no competing line. Congratulations may be in order that all credit transactions are absolutely safe. But what happens many times?

With the help of the manufacturer's salesman, some business is done. A nice introductory order is placed, and it is granted a certain amount of repeat business does come in. Granted also, that from the standpoint of safety, the credit risk is sound. But as history has repeatedly recorded, safe credit risk and unsuccessful sales results do not always work together over a period of years. A safe risk from the credit standpoint, without full appreciation of the sales problem, is not always the happiest way of doing business. Unless a manufacturer is getting his share of the business which he is entitled to because of the market demand, or possible creative demand, no sales proposition or credit proposition is 100 per cent right. How to get the maximum business, not the minimum, is the sales department's problem.

Smaller Firm May Be Better

To get the increased volume a new arrangement may be necessary where a smaller firm with fewer lines and more opportunity for specialization may be needed. A country-wide organization may not exist for the necessary company. It apparently may lack the capital needed for the handling of the business to be entrusted into its care. It has its reputation to make. It may see the opportunity and agree to take advantage of it. Risks and ventures on both sides are required. Here is where the sales risk looms larger than the credit risk in seeking the large profit from the increased business. The sales department on the field investigates and reports that the capital of the recommended firm or individual is small but against this there is an unquestionable business integrity and ability.

No credit manager familiar with

the history of our foreign salesmen, a capable man because of his financial standing, is making a decision by declining the risk. The risk is the same as the profit. The loss will be safety and credit. The highest home and abroad was granted. The failure. The is as much as the department credit.

The largely that which sales sense on an e for wa he can't it to be regulat lished an exte ager's credit govern his min well-on should times after depart charge ment e depart

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the history of the development of our foreign trade should arbitrarily turn down an order or a definite sales proposition recommended by a capable sales department, solely because of the lack of visible financial capital, and then claim he is making profit for his company by declining to take such a risk. The risk should be studied from the standpoint of credit, sales and profit. It is granted that money loss will occur no matter what safety guards are used in granting credit. Companies that have the highest financial standing both at home and abroad, at the time credit was granted, have been known to fail. To try to avoid money loss is as much the duty of the sales department as it is the duty of the credit department.

The credit manager is trained largely to judge and act against that which is tangible; the trained sales executive should possess a sense of sales opportunity based on an ethical condition—call it that for want of a better word—that he can't describe, nor can he prove it to be actual by any rules or regulations, or under the established order of things. It is like an extra sense. If the sales manager's record is at all good, the credit manager will do well to be governed accordingly in making up his mind to render a decision. A well-organized sales department should be in a better position at all times to protect the credit risk after granted than can the credit department. Any loss should be charged against the sales department equally as against the credit department.

McCarty Agency to Direct Business-Paper Campaign

The McCarty Company, Los Angeles, advertising agency, has been appointed to direct an advertising campaign in business papers for the Universal Engineering Company, of that city, petroleum equipment.

Join Lord & Thomas and Logan

Robert L. Philippi and F. T. Chaffee have joined the staff of the Los Angeles office of Lord & Thomas and Logan. Mr. Philippi will be an assistant account executive. Mr. Chaffee joins the research department.

Arthur H. Little to Join "Printers' Ink" Editorial Staff

ARTHUR H. LITTLE, of Detroit, whose articles on business subjects and advertising in *The Saturday Evening Post*, *Nation's Business* and *PRINTERS' INK* have attracted favorable attention, will become a member of the editorial staff of the *PRINTERS' INK* Publications on April 22. He will remove to New York and hereafter confine his writing to our columns.



Shorlock—Detroit

Arthur H. Little

Mr. Little was for eight years connected with the Burroughs Adding Machine Company, for whom he edited its publication, *Business*. He has also done special advertising work for other large corporations, his latest connection being with Evans-Winter-Hebb, for whom he edited "The Crest," a publication issued by the Cadillac Motor Car Company, for owners of Cadillac and LaSalle cars.

Mr. Little has traveled extensively from coast to coast investigating business conditions. He is the author of a book on business writing and has been a popular speaker at colleges, advertising clubs and business organizations.

Jantzen-Macy Case Raises Interesting Questions

IN a recent decision, the U. S. Circuit Court of Appeals has affirmed the decision of the lower court which had denied a motion made by the Jantzen Knitting Mills, Inc., for a preliminary injunction which would enjoin R. H. Macy & Co., Inc., from selling Jantzen bathing suits minus certain size tags. While this may be only a preliminary legal skirmish, the case, as far as it has gone, brings up a number of questions that directly concern many manufacturers selling through retail stores.

Jantzen had applied for the injunction alleging infringement of its trade-mark by Macy. This infringement, Jantzen charged, consisted of Macy's policy of removing from the company's bathing suits the so-called size labels. The manufacturing company contended that these size tags or labels were worked out after a great deal of study and that their use was essential if purchasers were to obtain perfect fits.

In addition to this size tag, each Jantzen bathing suit contains a separate trade-mark label. This trade-mark label was not removed by Macy. In view of this, Macy contended that removing the size tag did not in any way affect the trade-mark rights of the Jantzen company. In fact, Macy insisted that the size tag is actually a resale price tag and that Jantzen's purpose in attaching it to its bathing suits was to impose resale price fixing. The resale price suggested by the Jantzen company appears on the size tags.

An affidavit submitted by Edwin I. Marks, executive vice-president of Macy, brought out the fact that Jantzen had declined to sell to Macy because that store would not agree to maintain prices. The store then proceeded to purchase Jantzen bathing suits from other sources.

Counsel for Macy contended that the two questions of law which follow are involved in the case:

1. Can a manufacturer of trade-

marked goods, seeking to fix resale prices thereof, prevent a dealer who has acquired absolute ownership, by purchase in the open market, and without any contractual relation with the manufacturer, from selling the genuine article, bearing the genuine trade-mark, merely because the dealer refuses to sell with a label affixed by the manufacturer bearing a resale price and which price is not the dealer's true selling price?

2. Is the sale of the genuine article with the genuine trade-mark affixed, without the separate untrade-marked label bearing the resale price fixed by the manufacturer a trade-mark infringement under the Federal Trade-Mark Act, or a violation of section 2354 of the Penal Law of the State of New York, relating to "offenses against trade-marks," which statutes are the sole grounds for this suit, as stated on page 1 of appellant's brief?

These are questions of genuine interest to advertisers and if the case should go any further through the courts, it is likely that the resulting decision or decisions may have a real influence on certain types of merchandising.

Louis Ruthenburg, President, Copeland Products

Louis Ruthenburg, formerly vice-president and assistant general manager of the Yellow Truck and Coach Manufacturing Company, Pontiac, Mich., has been elected president and general manager of Copeland Products, Inc., Detroit, manufacturer of refrigerating machines.

Gum Account to Marx- Flarsheim Agency

The Blue Ribbon Gum Company, New York, manufacturer of chewing gum and vending machines, has placed its advertising account with the New York office of The Marx-Flarsheim Company, advertising agency. Magazines will be used.

Appoints M. C. Mogensen

The Redwood City, Calif., *Tribune* has appointed M. C. Mogensen & Company, Inc., publishers' representative, San Francisco, as its national advertising representative. Formerly published with and circulated as a part of the Palo Alto, Calif., *Times*, the *Tribune* has become a separate newspaper.

LEADERSHIP

As New York's Home Newspaper



THE REAL ESTATE advertising columns of The New York Times are added proof that The Times is the first home newspaper of New York.

For twelve years The New York Times has led in real estate advertising. More homes in New York City, in the suburbs, have been bought and sold through advertising in The Times than through any other agency.

The Times is the great home-finding newspaper of New York. A survey in the suburbs shows its leadership among home-owners. The Times is the newspaper to which the home seeker turns first—because in advertisements of homes for sale or rent The Times prints practically twice the volume of any other newspaper. The Times is of course first, too, in the completeness and accuracy of its real estate news.

Of all real estate advertising The New York Times printed in 1928 a total of 4,351,598 agate lines, 2,154,745 lines more than any other New York newspaper. All advertising in The Times is censored.

Readers of The New York Times seek and can afford high class properties. The Times reaches 60% of the families in the New York area having incomes exceeding \$10,000. The daily Times reaches 34% more families with incomes of \$10,000 or over than any other New York newspaper, morning, evening or Sunday. The Times goes into the homes of intelligent, discriminating readers.

The New York Times

*Net paid sale weekdays over 425,000;
Sundays over 750,000*



No Sir!

Milwaukee isn't
the largest market
in Wisconsin

AND not by a long shot, either.

It is an admirable city—Milwaukee—a little hard to move, but once you're in, a wonderful center of consumption.

But coldly considered, the 536,000 people in Milwaukee cannot hope to overshadow the 1,387,000 dwellers in AGROPOLIS, Wisconsin.

AGROPOLIS—rural Wisconsin—is the major market of the state. It has the *most* people. It has

the *most* money. And it offers the *most* opportunity for sales development.

AGROPOLIS, Wisconsin, is dominated by the Wisconsin Agriculturist, which is really the weekly newspaper of this great market. It is newsy, authoritative, edited for the entire family, eminently *local*. It is one of the Standard Farm Paper Unit, and like the others of this group, it offers the advertiser the opportunity of localizing his copy and local—advertising merchandising assistance.

In almost every farm state, the leading citizens read one of the Standard Farm Papers. 15 non-duplicating publications, reaching 2,500,000 representative farm homes.

How to Sell "AGROPOLIS"

A distinguished authority has compiled a comprehensive survey and marketing guide to the entire farm market. This survey is called "The Other Half of America's Market." It will be presented to interested executives on appointment.

*Your sales problem is national—but your dealer's is always local
The Standard Farm Papers meet both!*

The American Agriculturist
The Nebraska Farmer
The Farmer, St. Paul
The Wisconsin Agriculturist
The New Breeder's Gazette

Pennsylvania Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

Michigan Farmer
Kansas Farmer
Missouri Ruralist
Hoard's Dairyman
The Prairie Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager
350 Park Avenue

San Francisco, 1112 Hearst Building



REACHING THE OTHER HALF

IF the Manufacturer with National Distribution desires to broaden his market, let him analyze these important factors:

1. The rural population is as large as the city population.
2. In 91 out of every 1,000 families in the 7,769,985 residing in towns under 1,000 or served by R. F. D., the woman subscribes to **THE FARMER'S WIFE**.
3. 900,000 such farm women make **THE FARMER'S WIFE** their personal magazine.

Cover this expansive area and broaden your market by appealing to this important buyer.

THE FARMER'S WIFE brings you to her in the only magazine exclusively published for the farm woman.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

How to Get Salesmen Actually to Study the Sales Manual

Sell It to Them in Sections and Even Let Them Help Write It Is the Timken-Detroit Plan

By G. A. Nichols

SALESMEN working for the Timken-Detroit Company did not read—at least they would not study—the company's sales manual. It was a perfectly good book at that; but to them it seemed to be only another of those pep serum treatments that sales managers are supposed to be fond of inflicting upon their men, and therefore something they felt it to be their religious duty to ignore so far as they dared.

Now, however, they not only study it, but know it. The seeming miracle (which, by the way, taught the Timken-Detroit sales executives a new and valuable method of writing such a manual) came about in this wise:

E. V. Walsh, the company's sales manager, wrote a manual setting forth the whole proposition of merchandising oil burners and distributed copies to all the salesmen. Each branch office manager was instructed to deliver a copy at the desk of each man, call his attention to what it was and have him sign his name to a blank form acknowledging its receipt.

Within the next few weeks Mr. Walsh received a few favorable reactions, mainly from the branch managers who apparently thought that it was the polite thing to write something nice about the book on which their chief had expended so much time and from which he ex-

pected such good results. He had a fairly well defined idea, nevertheless, that the manual was not being read, and he knew this to a certainty after an impromptu visit he made one day to the Detroit branch while all the salesmen were out. In company with

the branch manager, he visited the various desks and found that each contained a copy of the sales manual in all its pristine loveliness and without the slightest indication of having even been opened.

Whereupon Mr. Walsh bethought himself of the following plan:

Winter, the dull season in the oil burner business, was coming on and the men would have some extra time which might well be devoted to study and training. He suggested to the Detroit manager, therefore, that the entire branch force

be asked to meet in class two evenings a week to hear a series of lectures from him on sales topics.

The class met and the first lecture was given. The resulting informal discussion was highly interesting and the men praised the session with considerable enthusiasm. They even asked the sales manager if it would be possible for him to prepare some written copies of his address; they would like to be able to study it more thoroughly. He was non-committal on this point but thought that it might

GETTING the sales manual used by the salesmen is usually a more difficult task than compiling it. Yet, sales manual compilation usually receives more attention than the problem of making certain that salesmen employ the manual in their everyday work.

The sales manager of the Timken-Detroit Company found that a sales manual which he had prepared was lying unused and forgotten in the desks of most of his salesmen. The plan he worked out for the purpose of impressing upon his men the value of the manual, and how this was followed by a comprehensive scheme designed to get the salesmen to use a revised edition of the same book make constructive reading.

possibly be arranged a little later.

As time went on the interest grew, until the course of instruction had spread out over some twelve or fourteen weeks. The lectures had been given in a sequence that progressively included the whole proposition of selling oil burners. At the concluding session the men were insistent that the entire course be submitted them in typewritten or printed form.

"Mr. Walsh," one of the star salesmen said, "this has been absolutely the best line of sales discussion I have ever heard and I want to thank you for telling us these things. It would be a shame though if we had to depend entirely upon the notes we have taken. If you could arrange some way to give us all this material so we could read and study it I am sure you wouldn't regret it; we would be able to do better selling."

There were many seconds to the star salesman's suggestion, and Mr. Walsh promised that the men would be given complete copies of the lectures he had presented during the course.

A Joke on the Salesmen

Next morning he called around at the branch salesroom a little before opening time and laid on each man's desk a copy of the Timken-Detroit sales manual! When the men got in he called them together and informed them that he had succeeded, over night, in getting printed copies of his remarks. One or two appeared to be a bit mystified, but most of them were profuse in their expressions of appreciation. Yes, this was the material given in the talks all right. Certainly they would study it, for hadn't they been insisting all along that they be given that privilege?

"Well, gentlemen," Mr. Walsh said, "you'll have to forgive me for the little joke I have been playing on you all winter. You have been good enough to say, during the course, that we should have a sales manual containing all the things I have said to you. We already have such a sales manual, and each one of my lectures has been a verbatim recitation of a chapter or topic in the book.

"How long have we had the book? Ever since last fall. By the way, are you men all sure you have not had copies of it already?" Most of the men replied affirmatively, and then out came the receipts they had signed when the first copies had been delivered.

"I didn't expect to carry the thing out just the way I did," Mr. Walsh tells **PRINTERS' INK**. "My original thought was to tell the men at the conclusion of my first lecture that I had been quoting verbatim from the sales manual and that, with their acquiescence, we would, during the remainder of the winter, study the manual together. But the requests for written copies of my remarks on that very first evening gave me the idea that I could have a little quiet fun with the men and perhaps teach the lesson more impressively if I should demonstrate the book the way I did. Of course, it was a most beautiful opportunity for me and I tried to make the most of it. There was no resentment on the part of the men; they apparently thought, under the circumstances, that I was entitled to have that much enjoyment at their expense."

But it wasn't sport that Mr. Walsh was after. He wanted the men to know, in as nearly letter perfect form as possible, the basic principles of selling oil burners—a business so new that it is necessary, for the time being, to have the selling closely follow a set pattern. He himself learned some fundamental lessons during the winter's course that have caused Timken-Detroit's policy toward sales manuals to be altered in a most radical way.

He learned, in a word, that the way to get salesmen to read and study a sales manual—to make them appreciate it with the requisite thoroughness—is to "sell" it to them, chapter by chapter, or topic by topic, as it is written and compiled. Indeed the present Timken-Detroit plan as to sales manuals is pretty much a case of the men themselves having a part in writing it.

At the present time a new sales manual is being assembled, and here is the *modus operandi*:

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More Than
200,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesman in the West"

5c DAILY

MARCH 28, 1929

10c SUNDAY

FOOD JOBBERS SAY COOKING MATINEES HELPFUL ADJUNCT

PRUDENCE CALLED BEST DEMONSTRATOR

HERE are some other people's opinions about The Los Angeles Examiner's Tuesday and Thursday Cooking Matinees, the plan of which is changing the schedules of many food accounts:

Wallace Davidson, Southern California distributor for Burnett's Extracts—"When George Burnett and I attended The Examiner's Cooking Matinee, he remarked that it was the finest he had ever attended during tours over the nation. He was greatly impressed with Prudence Penny herself and remarked that she is the greatest food demonstrator that I have ever seen."

Harry Goldrick, Merchandise Manager Graybar Electric Co.—"The Examiner Cooking Matinees are an absolute essential in the popularizing of products in this market. We cannot say too much in endorsement of the idea."

I. A. Peterson, American Maize Sales Corporation—"I do not believe that I ever saw a more genuinely impressive way of extending co-operation to the advertiser."

Frank M. Warren, Warren-Kuhl Company (Comet Rice)—"There was never anything more satisfactory in merchandising than the manner in which the Matinees are conducted by Prudence Penny."

FRIGIDAIRE HEADS VISIT LOS ANGELES

TWO reasons for the prosperity of Southern California are that business is 70 per cent better than last year and that merchants are paying their bills promptly. Both reasons are matters of cold figures on the books of the Frigidaire Corporation of Dayton, Ohio, according to R. F. Callaway, manager of branches who headed a large group of executives arriving in Los Angeles in two special cars, recently, en route to a regional meeting in San Francisco.

"Collections in Southern California are far ahead of the rest of the nation," Callaway said. "For example, our company has registered a 70 per cent increase in business here for January and February of 1929, as compared with the same months of 1928. The remainder of the country has registered but a 35 per cent increase for the same length of time."



R. F. CALLAWAY

The Los Angeles Examiner is one of the 28 Hearst newspapers read by more than 20,000,000 people. It is a member of International News and Universal Services and of the Associated Press and A. B. C.

When a few months ago it was decided that a new manual was necessary, Mr. Walsh and his chief, Haldeman Finnie, general manager of the Timken-Detroit Company, were in the most cordial unison on two leading points: One was that the material for the book should be gathered, as far as might be feasible, from within the sales organization itself. The second point, bearing in mind the incident just related, was that the book should not be printed all at one time, but that it should be assembled gradually after the branch sales organization had had an opportunity thoroughly to discuss and digest the subjects treated.

To get the work started, the sales manager's office sent out questionnaires to the branch offices. This was done just prior to the beginning of another winter season when there would be plenty of time for thought and discussion. Nothing was said about the object of the inquiry and the forthcoming manual was not mentioned. The sales manager apparently only wanted to crystallize some rather widely extended thought having to do with some important angles of selling, so he asked these questions:

What methods are you going to follow to keep business alive during the winter months from now on?

How many salesmen do you think you should employ during January and February in order to have them trained for spring business?

What is your opinion regarding our contemplated plan of running large display space in certain magazines (naming them) in our quest for new salesmen? Should this advertising give the addresses of all our branch offices and a full outline of our proposition?

What is your opinion of the standard form of training for new salesmen which was sent to you on July 26th? Give suggestions for improvement.

What do you think of the idea of having a sales instructor visit your branch, after you have had your full quota of new men go through preliminary training under your direction and actual work in the field for a period of thirty days, for the purpose of conducting an evening sales school for one week? (The class also to include the present organization of old men.)

Do you think it would be helpful to new salesmen (as well as old) to have a sales manual to study?

What is your opinion regarding a standardized sales talk such as is contained in our new sales portfolio and the manual accompanying it?

What is your opinion regarding

weekly sales meetings? Are you in favor of them? In what way aside from the weekly letter "Illustrated Selling" now in practice, can the home office assist at these meetings?

What is your opinion regarding the aluminum frame cut-away burner? Is it a paying investment? Do you think every branch should have enough so that each salesman can carry one all the time?

What do you think about sales contests? What is the best time of the year for such contests? Do you recommend cash prizes or merchandise? What in your opinion is the smallest number of burner sales that we should ever consider eligible for a prize?

What do you think of including in our salesmen's agreements certain rules governing territorial operation in the field, particularly with regard to protection on prospects resulting from inquiries and leads in open territories?

What are your opinions and recommendations regarding direct-mail advertising activities? Do you prefer circular letters or printed folders and broadsides?

Should we cover only prospects already in the files or mailing list prospects as well?

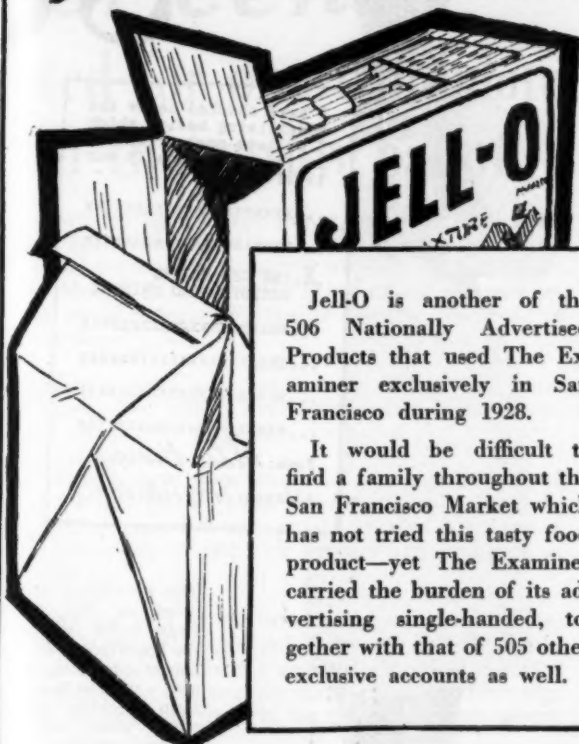
List in detail all the various ideas that you may have in your mind for increasing sales in your branch during the coming year.

In answering the questions, the branch managers were instructed to give the composite opinions of their men as well as their own. They were encouraged also to speak their minds freely and not to be afraid of the possibility of offending somebody. Inasmuch as the branch managers are all salaried employees, working under the direct orders of the sales department, the response to the questionnaire was 100 per cent—which, naturally, would not have been the case had the inquiries been made of retailers who could use their own judgment about replying. The resulting mass of information therefore was unusually comprehensive and showed not a little careful thinking.

So that the managers might have visible evidence that their work had not been wasted, the sales department sent out a series of bulletins, each one being made up on a composite statement covering all the answers to a certain question—and also analyzing the general ideas submitted. The bulletins were despatched at intervals of a few days and proved decidedly valuable in clarifying thought and crystallizing selling methods.

Meanwhile all the material ob-

ONE OF THE 506 *Exclusive Accounts...*



Jell-O is another of the 506 Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928.

It would be difficult to find a family throughout the San Francisco Market which has not tried this tasty food product—yet The Examiner carried the burden of its advertising single-handed, together with that of 505 other exclusive accounts as well.

San Francisco Examiner
Monarch of the Duties

One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

Member International News Service and Universal Service

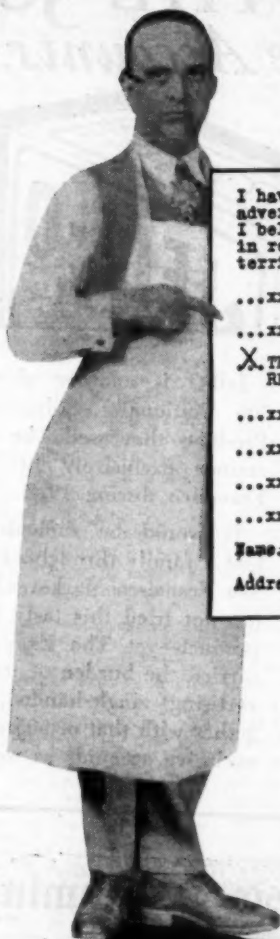
Member of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
Hearst Bldg.
CHICAGO



I have checked below the
advertising medium which
I believe most effective
in reaching trade in our
territory.

...XXXXXXXXXXXXXXXXXXXX

...XXXXXXXXXXXXXXXXXXXX

X THE DES MOINES
REGISTER AND TRIBUNE

...XXXXXXXXXXXXXXXXXXXX

...XXXXXXXXXXXXXXXXXXXX

...XXXXXXXXXXXXXXXXXXXX

...XXXXXXXXXXXXXXXXXXXX

Name. *Star-Hervey...*

Address. *St. Louis, Mo.*

The advertising mediums
listed on this agency's
straw ballot included all
the important daily news-
papers circulating in this
area, the leading state
farm weeklies and the
most widely circulated
national weekly.

86 p

VO

An ad
retailer
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Replies
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6 per cent voted for one candidate in this straw ballot

An advertising agency was anxious to know how Iowa retailers felt about advertising. So they wrote and asked over 2,500 grocers and druggists within a 90 mile radius of Des Moines this question: "*What advertising medium do you consider most effective in reaching the trade in your territory?*"

Replies came from city, small town, village and cross road stores. No ballots were sent to Des Moines merchants. They were purposely eliminated.

Some amazing facts were revealed. This agency learned exactly the information about newspapers and other publications that manufacturers would learn if they sent a crew of men out to interview grocers and druggists in this territory.

Eighty-six per cent of the dealers who voted said: "*Use The Des Moines Register and Tribune.*" North, south, east and west Iowa dealers asserted that they consider The Register and Tribune the most effective advertising medium for reaching trade in the vicinity of their stores.

The Des Moines Register and Tribune

225,000 Daily Circulation
99% in Iowa



a newspaper
with such
variety of content
as the
Morning New York
American
must inevitably
have more
readers per copy
than any
other type

P.S.-The only three cent
morning newspaper
in New York

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tained by the questionnaire was being combined with other data along similar lines contained in the old sales manual, and the whole thing worked together to form the contents for the new edition.

Then ensued a series of branch staff meetings. Each manager was informed that if his men were willing he could hold some evening classes as was done in the Detroit branch, and there present the contents of the new sales manual topic by topic. But in any event, the presentation must be made, and full discussion had at the weekly sales meetings which are a required part of the routine proceedings of every Timken-Detroit office. As these words are written, the study sessions, either in the evening or at the regular sales meeting, are in progress and the work of compiling the new manual is correspondingly well along.

To the branch manager is sent a portion of the proposed manual covering some one topic. He reads and explains it at the sales meeting. Then it is thoroughly discussed by the salesmen, who are free to make any criticisms or suggestions that may occur to them. When full written reports on the discussions in all the branches are received at the general sales office, the chapter may be rewritten. The chances are that some valuable new ideas have been brought out, or that parts of the original matter may be shown to contain defects.

When the first chapter of the new manual was completed, in the manner just described, it was printed and inserted in a loose-leaf binder. Each branch manager was sent a sufficient number of copies for each man to have one. The salesmen were informed that the chapter was based upon the former presentation made in the sales meeting, that it was discussed in a similar way by all the other branches, and that now in its finished form it represented the composite thought of the entire organization on the topic. Perhaps some of their thoughts were in the text, for all the branch managers knew. With this sort of foundation it proved not at all difficult to get the salesmen to read

the chapter and then, at subsequent sales meetings, they were asked for further comments on the finished draft. They were given to understand that as soon as they had assimilated Part 1 of the manual, Part 2 would be sent to them and so on.

As each part is received, studied and discussed, it is placed in the binder. Eventually the sales manual will be complete and there will be no doubt as to its having been read and studied.

Even after the book is completed, further study of it will be assured by the enforcement of a rule to the effect that at each sales meeting somebody on the staff must make a speech on some topic it contains. The sales manual, in fact, will be a text-book which will at least form the basis for the discussion in every meeting. Other subjects, in proper sequence, will of course be introduced. Special sales bulletins will be read and discussed. Routine matters will be taken up. But at least a part of the session will be given over to studying some sales manual topic—or at least to reading some of the text.

There Always Will Be Some Laggards

Mr. Walsh will probably not contend that the men in his branch offices are essentially above the human average in industry and ability to study and assimilate. There are and will be laggards, as a matter of course, and some will grow weary in well doing even though, in a manner of speaking, they helped to make the sales manual which they are supposed to study. In actual practice few things work out as well as in theory. But the Timken-Detroit plan, nevertheless, would seem to be based on pretty sound psychology. Every salesman in the organization, no matter how good or relatively bad he may be, has at least a fair working acquaintance with the sales manual. He got it through an adroit system of salesmanship exerted on him by his superior officers with just enough of the big stick to show that the thing was not being done for mere sport.

A Trade-Mark That the Business Will Not Outgrow

Why Johns-Manville Abandoned Its Former Trade-Mark and Selected a New One

IT is important, when deciding upon a trade-mark for a business, to make certain that one is chosen which is a good trade-mark from every possible point of view. It must meet the requirements of the law. That means, it should not be a personal name, a geographical name, a descriptive name, or one which is deceptive, improper or which infringes upon a trade-mark already in use. But after the law has been consulted and complied with, the work of selecting a trade-mark has only begun. For the trade-mark must be attractive, easy to find and recognize, easy to pronounce and easy to remember. And that takes in a lot of territory, not to say promotion and advertising, and the cost of keeping infringers away.

It is important to select a trade-mark for the business which the business will not outgrow. There have been many trade-marks which have had to be discarded for this reason, and many others which have had to be redesigned and brought up to date. In abandoning an old trade-mark and adopting a new one, there is always a measure of waste involved in the process of getting the old one out of circulation and putting the new one into circulation, which might have been avoided had the original trade-mark been less complicated, less inclusive, or less indicative in style and design of the period in which it was created.

Once a trade-mark is adopted it achieves an amazing distribution upon every kind of medium from shipping cartons to signs on dealers' wagons throughout an unbelievably wide territory. Getting an old trade-mark out of circulation costs time and money in proportion to the extent of its distribution.

In the matter of design, trade-marks should be simple enough to stand a certain amount of violence

in reproduction. Dealers and agents in distant places should not be permitted to apply them promiscuously to any and every sort of medium. Reproducing a manufacturer's trade-mark on a store sign or painting it on a chimney or roof should be done with the manufacturer's cognizance and under his supervision; else the result may be a monstrous and somewhat too enduring.

A good illustration of how a trade-mark may be outgrown by the business which created it is that of the Johns-Manville Corporation, maker of asbestos products. As originally designed, this trade-mark consisted of a silhouette map of North America, upon which the words, Johns-Manville Service, were printed in white, or reverse, with the words, "Covers the Continent," printed in black beneath, and a black circular line enclosing the whole.



The First Johns-Manville Trade-Mark

It was a distinctive trade-mark, instantly recognizable and not easily forgettable. Experience proved, however, it was too complicated for easy reproduction upon the company's products, and upon other mediums, and as the Johns-Manville organization and service has extended itself throughout the world, the map of North America and the phrase, "Covers the Continent," did not go far enough.



What's that you're reading?

A late best-seller . . . an old familiar classic . . . perhaps a current magazine? Whatever may be engaging your attention, be assured that thousands of people in Los Angeles have reading tastes akin to yours.

The representative of an eastern publisher recently estimated that in Los Angeles the book consumption per capita is twice that of the rest of the country. Los Angeles book stores last year sold over 1,500,000

volumes. Public and circulating libraries loaned 12,000,000 volumes.

Here is indeed a reading public of immense proportions. These same people read the Los Angeles Times which includes in its Sunday edition the only complete book page published in Los Angeles.

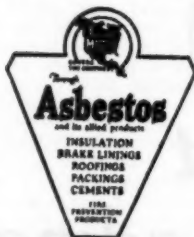
With this field virtually its own, it follows naturally that The Times exceeds by far all local papers in the amount of book and publishers' advertising carried.

Los Angeles Times

*Eastern Representative: Williams, Lawrence & Croeser Co., 380 N. Michigan Blvd., Chicago.
285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St.,
San Francisco. White Henry Stuart Bldg., Seattle.*

Moreover, the human tendency toward complication manifested itself when the company, shortly after creating its trade-mark, created a second one in the form of a modified triangle, or keystone, with the original trade-mark incorporated in it at the top, in small reproduction, and under it the word, "Asbestos," in very large type, followed by a partial list of products.

The search for an improved



The Second Johns-Manville Trade-Mark

trade-mark to take the place of the two designs just mentioned covered a period of several months during which suggestions were sought and invited within and without the Johns-Manville organization. The design which was at length decided upon is illustrated in this article. It consists of the two letters, "J-M," white in a black square, with the words, "Johns-Manville," lettered above it, and the word, "Corporation," lettered below it, in very small type.



The Newest Johns-Manville Trade-Mark

It has all the advantages a trade-mark should have to be effective, namely, high visibility, individuality, simplicity, ease of reproduction upon any sort of medium in any size, and the virtue of con-

taining no element that has to do with anything beyond the name of the company. So long as the company keeps its present name, no matter how large it grows, or how many new products it manufactures, or in how many different languages and countries it may transact business, it will not outgrow its new trade-mark.

Paint Sales and Advertising Managers to Meet

Sales and advertising managers of the paint industry will hold their annual conference on April 16 and 17 at Philadelphia. Program arrangements are in charge of the following committee: F. F. Whittam, chairman, Alex D. Graf, vice-chairman, and William R. McComb, secretary.

The new sales training courses for salesmen, dealers and painters will be discussed. Advertising and sales managers attending the conference will be instructed how best to utilize these courses to meet trends in the industry.

Last year the conferences were addressed concerning the expectations of the jobber. This year an opportunity will be given for the retailer to tell what he expects from manufacturers and jobbers, with R. J. Atkinson, former president of the Retail Hardware Association, as spokesman.

Riegel & Leffingwell, New Advertising Agency

G. Frederic Riegel and Albert Leffingwell, formerly vice-presidents of Olmstead, Perrin & Leffingwell, Inc., New York advertising agency, have formed an advertising agency at that city under the name Riegel & Leffingwell, Inc. Prior to their association with Olmstead, Perrin & Leffingwell, Mr. Riegel was with the Hawley Advertising Company, Inc., New York, and Mr. Leffingwell was with the J. Walter Thompson Company, Inc.

Southern Campaign on Jax Plant Food

Alabama and Missouri newspapers are being used in an advertising campaign being conducted by the Jax Plant Food division of the Swann Corporation, Birmingham, Ala., and St. Louis. The Emery Advertising Company, St. Louis, is directing the campaign, which it is planned to extend to other territories.

Buys "Frontier Stories"

Fiction House, Inc., New York, has bought *Frontier Stories* from Doubleday, Doran & Company, Inc., Garden City, N. Y. William Henry Cook will be managing editor of *Frontier Stories*, which will be published by Fiction House beginning with the June issue.

Again in 1929—

Weatherproof circulation!

LIBERTY advertisers get full measure for every advertising dollar spent during the summer. There is no slump in **LIBERTY'S** 99% newsdealer sales.

In 1928 **LIBERTY'S** lowest summer issue was only 23,953 less than the peak issue of the year. While **LIBERTY** was making this record, other publications experienced decreases of 300,000 and 400,000 copies from their peak issues—a depreciation in advertising value of more than 10% and 25%.

LIBERTY sells summer and winter. Because of its 99% newsdealer circulation it follows the crowds to seashore, mountains, woods.

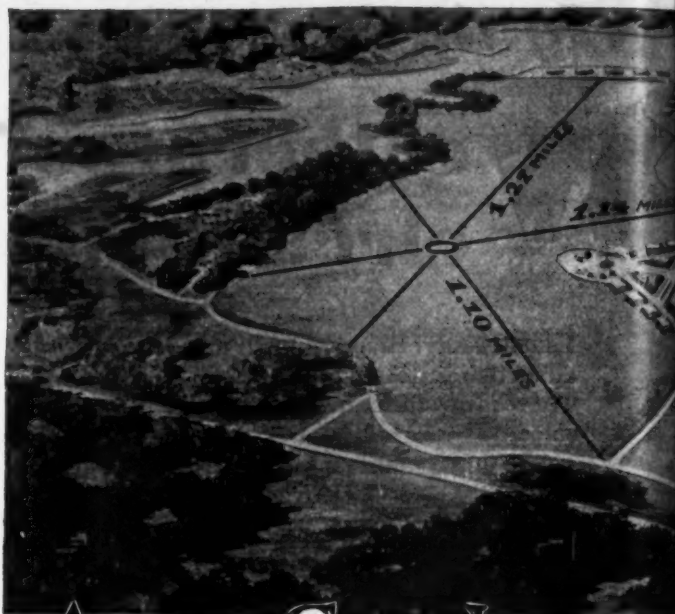
LIBERTY'S page costs are the lowest in its field. In summer, this economy is even more pronounced. No other single publication can do so efficient a job for you in your drive for summer sales.

LIBERTY
guarantees an
average of
more than

2,000,000

net paid circulation
from April 1 to the
end of the year.

Liberty
A Weekly for Everybody



Another Great Industry Comes to Baltimore

Baltimore now becomes the center of interest in the American aviation world.

The Glenn L. Martin Company has just purchased 1200 acres of land at Baltimore's eastern door. Here they expect to build aircraft for the army and navy, also commercial planes—and develop a landing field for both land and water aircraft which, it is declared, will be greater than any now in existence.

The drawing above shows the magnitude of the project, which is under way. When completed, 10,000 men will be employed regularly, according to Mr. Martin.

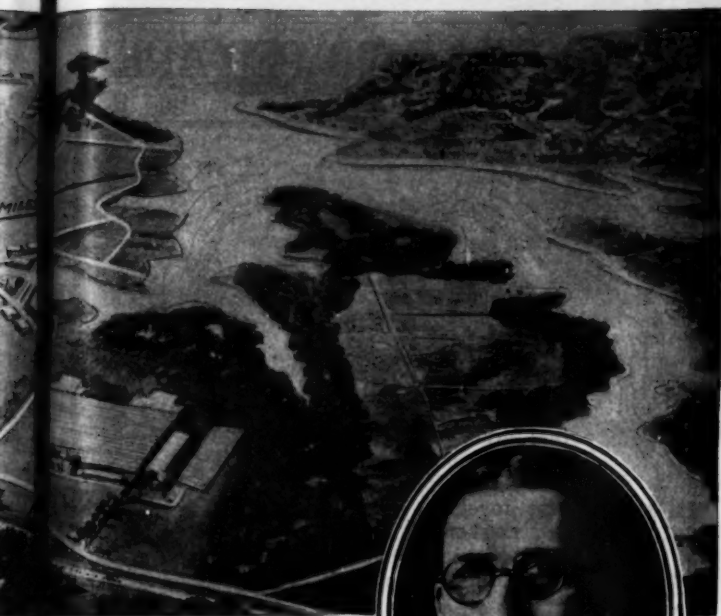
Yes, Baltimore is growing. And The Sunpapers are growing steadily with Baltimore. The latest circulation figures are given opposite.

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C. G.
First



February Circulation
The SUNPAPERS
 Daily (*M & E*) 290,008
 Gain of 21,429 Over Feb., 1928



GLENN
 MARTIN

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
 Bowery Bank Bldg., 110 E. 42nd St.
 New York

C. GEORGE KROGNES
 First National Bank Bldg.
 San Francisco

GUY S. OSBORN
 380 N. Michigan Ave., Chicago
JOSEPH E. SCOLARO
 General Motors Bldg., Detroit
A. D. GRANT
 Constitution Bldg., Atlanta, Ga.

The BOOTH NEWSPAPER AREA

ONE OF AMERICA'S 15 LEADING MARKETS

A One Paper Market

This Booth Newspaper Area is truly a "one paper market" because One Booth Newspaper covers every one of these eight sections completely. The eight Booth Newspapers together cover the entire market of 1,350,000 persons completely and without duplication.

Booth Newspapers Are ABC Members Associated Press Members Evening Newspapers

They offer their readers the same high grade features that are found in Metropolitan dailies and so satisfy their readers that it is almost impossible to find a home where any other newspaper is read.

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit, or any newspaper listed

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How to Keep Salesmen Away from Their Desks

It's the Fault of the Sales Manager if the Salesmen Don't Want to Keep on the Job

By H. T. Potter

Vice-President, The Wyoming Shovel Works

HOW can we keep salesmen away from their desks?

The phraseology is only figurative, because many, perhaps most, salesmen don't have desks. What is meant generally is: How to keep salesmen on the job of selling.

Many years ago I was a salesman for a well-known New York concern that employed about fifteen salesmen covering the metropolitan environs. Each man had a desk. Nine a. m. was the reporting time and at that time on each man's desk were the inquiries of that morning's mail. By 9:30 any man who wasn't away received a lot of black looks or perhaps black marks. But that didn't mean that all these men went directly to work and worked faithfully until 5 p. m.

All the men were of good average ability. Some could plan their work effectively for several days in advance—others couldn't. The boss was not a boss in the real sense of the word. He didn't help plan the work for the salesmen—they had their districts and their quotas—so that was that. And the result was, of course, that the good planners had their days so fully engaged so far ahead that they could hardly afford to waste the time to report to the office, while the non-planners hid themselves to their favorite poolroom or bowling alley to get themselves worked up to a point of working. They made a certain number of calls per day, to be sure. They were not essentially loafers. They managed to fill their quotas by earnest eleventh hour efforts, but it was by disorderly effort.

Looking back in retrospect, it seems to me now that those pool roomers were really possessed of more natural ability than the others. As I recall it, the stories of

picturesque sales that floated around the office were exploits of these time killers. And it occurs to me that if these men had been properly handled, if their work had been set out for them in an orderly and interesting way, they would have achieved wonders. It is too bad that my knowledge of their doings in later years is not sufficient to point a moral, but it is everyday knowledge that always much good ability goes to waste through lack of guidance.

The reports of our men are crammed full of examples of this kind. At some places, where our men visit in order to make calls on the ailing or the stubborn, half the time is wasted waiting for the salesmen to get through an apparent multitude of small chores. In other places, unless our man is on time the salesman he is to go with has already departed to attend to his schedule. And don't forget that these places are designated as either slipshod or efficient and their business and usually their standing with Messrs. Dun and Bradstreet, are directly parallel with these designations.

Take our own particular business, which follows along the lines of industries of like character. We have branch offices for the several districts. Is it any trouble to keep the salesmen away from their desks? Not at all. And not because of any particular urge to that purpose.

If a man has a big territory to cover;

If his work is interesting and is continually made more so;

If a man knows that his boss knows the territory well and what it means to cover it;

If a man's income depends quite largely on the amount of business he develops and the more business

he gets the greater his income—

That man is very apt to be out where the business is to be had without the necessity of other urge.

If a salesman wants to stay in the office, what ails him? Either his work is a drudge to him or he is improperly managed.

Using one of our offices as an example, there are three salesmen and an able woman office manager.

It takes all the time of these men to cover the territory properly. The office manager is perfectly able to take care of all the office chores—capably. The chores themselves are kept down to a minimum. What would a salesman do hanging around the office? To begin with he would be labeled by the manager and his own associates as a slacker. Then his income would be penalized automatically, because competition is too fierce today to permit of territory negligence. The three men divide the territory, but they take turns covering the several divisions. Both for a matter of change of scenery and to check up with a different eye and personality. It is a good thing for us to let the men change over and see if they see alike.

They start out on Monday, for example, and spend a week working with jobbers. Reports of vital things are sent in daily to the office. That is, matter pertaining to shipments, orders or samples. Close contact is kept with their own office, so that they can be reached at any time. When the trips only entail a week or two absence, a full report is not made until they return to the office. Then it is dictated and a complete review of the work kept for each office—that is, the main and the division office.

A man's mind after a week's work is apt to be filled with a lot of information and ideas that are so mingled that they don't make good sense in thought. But when the words have to come through the throat it happens generally that they so arrange themselves as to make a story of continuity and logic. If they don't, they are rearranged by the stenographer until they do. A lot of questions can

be answered by the mere method of dictation. It is simply a matter of an orderly array of thoughts.

A Day Inside Is Good Now and Then

It was not my intention however to discuss the virtues of stenography, but simply to bring it in to show how a salesman anxious to be at home for an extra day can do so by dictating reports of his work. A day inside now and then is good for a man. It permits a change; it allows an orderly review of his work and a chance to catch up with the latest word from the factory. But we know that for a good man one day is enough. After that he cannot get to the firing line fast enough.

Turning to another field of endeavor—the jobber—we find that there isn't any desk for the salesman to get away from. If he ever gets as far as the house it is on a special mission or by appointment. When you look at the job that the average jobber's salesman has to do, the crowded condition of his time table, you can easily appreciate that loafing would be disastrous.

One of our men tells a story of asking a jobber's sales manager when and where he could meet a certain salesman to do some work with him. "Do you know," said the salesman, "where the ——— road crosses the ——— highway? Well there is a service station there and that man gets gas there every other Tuesday morning at ten o'clock. You can catch him there if you arrive before ten."

I am taking it for granted that we all have in mind normal salesmen, who would rather work than loaf. But—their work must be kept interesting and absorbing.

Their program must be kept full and their stipend must be so arranged that diligent and continuous effort will automatically increase their income.

Then there won't be any trouble keeping salesmen away from their desks, which means keeping on the job.

If there is, it is the fault of the sales manager.

THE ROBERT A. JOHNSTON CO.

**One of Milwaukee's
Best Known National
Advertisers Says:--**

"Our own consistent use of the Wisconsin News should constitute the strongest proof that we consider your medium necessary in any campaign to effectively reach Milwaukeeans."

The **WISCONSIN NEWS**

**Must be used to Ad-
equately cover the
Milwaukee Market.**

One of 28 Hearst newspapers read by more than 20 million people.

Basing Bonus Payments on Reduction of Sales Expense

A Method of Compensating Salesmen Which Might Result in Saving at the Spigot and Wasting at the Bung

DONOVAN-ARMSTRONG
PHILADELPHIA

Editor of *PRINTERS' INK*:

We are interested in getting all the information possible on the matter of bonus payments to salesmen—particularly bonus payments to managers and branch managers on a basis of reduction of selling expense rather than on volume of sales.

This would be especially valuable to us if it had to do with mill supply and hardware sales, but the successful experiences of manufacturers in this connection in related lines would probably furnish us with desired data.

If you know of any papers or reports for distribution on this subject, we shall be glad to have you let us know where they may be obtained.

Perhaps there are some books which you could name. And we should like to have your advice concerning references on articles, together with any additional information as to where we may obtain a record of the best experiences on this subject.

DONOVAN-ARMSTRONG,
GEORGE MITCHELL.

THE bonus plan of compensating salesmen is in wide use. Wherever used, it is often extended to sales managers and branch managers. But such plans are based on volume of sales, as a rule, or on volume of profits.

In the case of one large distributing organization, the Graybar Electric Company, the method of compensating salesmen is based on the proportion of sales cost to gross profit. The method was described in detail in an article entitled, "Management's Need for Executives," by F. A. Ketcham, at that time executive vice-president of the Graybar company, in *PRINTERS' INK* of April 26, 1928. When asked what he thought of the plan of basing bonus payments to salesmen on a reduction of sales expense rather than on volume of sales, Mr. Ketcham, who is now president of the Graybar company, said:

"I do not know of any concern that pays bonuses to salesmen on a basis of reduction of selling expense rather than on volume of sales. Our compensation is based

on volume of gross profit rather than on volume of sales, which, to my mind, is the only sound way on which to base a salesman's work."


S. T. Scofield, advertising manager of Fairbanks, Morse & Company, Chicago, makers of engines, motors, scales, pumps, etc., said:

"I do not have in mind any concerns that base their bonus system purely on a reduction in sales expense, although a very common system in industrial operation is one which provides a small salary, or drawing account, and expenses, with a multiplier for setting the quota, which is practically the same thing.

"Briefly, the system is this: A man is employed at \$250 a month drawing account and expenses, with a 5 per cent commission on all sales in excess of his quota. He is then given a multiplier of 10 for example. At \$250 a month his annual drawing account is \$3,000 a year. His expenses are \$48 a week, or, in round numbers, \$2,500 a year. His total yearly cost then is \$5,500. His multiplier is 10. Therefore, his quota is \$55,000. His sales are \$75,000. Commission at 5 per cent is \$1,000, and his total compensation (drawing account plus commission) is \$4,000.

"If, under this system, he is able to cut his expenses \$10 a week, then his annual cost to his employer is \$4,980. His quota is \$49,800, his commissionable margin is \$25,200, and his commission is \$1,260. In other words, in return for a cut of \$520 in expenses, his commissions are \$260 greater.

"While the original intent of this system was to control sales cost and keep it around a given percentage by the expedient of a flexible multiplier, the system is not without its serious drawbacks when it comes to controlling sales activities. A salesman working on this basis will naturally work for



Hammond Louisiana

Hammond is in the strawberry center of the South, soon to begin shipping an \$8,000,000 crop. Hammond lies to the North of New Orleans, well within her suburban radius. There are 1,129 families in this strawberry city who read 709 Times-Picayunes every day and 784 on Sunday.



The Times-Picayune

IN New Orleans

Member 100,000 Group of American Cities, Inc.
Member Associated Press

Representatives: Cone, Rothenburg and Noee, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

his own interest, which, in many cases, is not coincident with the interests of the company. In cases in which there are a variety of lines to be sold, some making for considerably greater volume than others, a salesman naturally will work for volume regardless of profit or factory conditions, so that there is a chance of the system defeating its own purpose."

E. C. Waldvogel, vice-president in charge of sales of The Yale & Towne Manufacturing Company, when questioned as to his knowledge of systems of compensating salesmen on a basis of reducing selling expenses, said that he did not know of any such systems in use. He continued:

"The ratio of selling expense with us is on the average a small figure, and we do not feel that much good could be accomplished by making any effort beyond what we already do to hold down our selling expenses.

"The only selling expense which our salesmen could control would be the cost of traveling, and their opportunities for saving money in this item would possibly result in their endeavoring to hold down expenses in a manner which would result, more or less, in their saving at the spigot and wasting at the bung. For an organization such as ours it would not create a very good impression on our customers if our salesmen built up a reputation for being cheap travelers.

"We have a plan with our top men and their assistants, which provides for a bonus, which is based on profits. We think this is a better plan than to base it on savings in selling expenses. The final profit is what we are most interested in, and we are not always interested in saving selling expenses, when such a saving might possibly bring about a reduction in volume, and, consequently, a reduction in profits. I know of a great many concerns which pay bonuses that are based on profits. I do not know of any, however, which compensate their sales managers or salesmen through a bonus based on a reduction of selling expenses."—
[Ed. PRINTERS' INK.]

Acquires "Toys and Novelties" and "American Artisan"

Toys and Novelties and the *American Artisan*, both of Chicago, have been acquired by the newly organized Porter-Spofford-Langtry Corporation, of that city. They will be published from the same offices as *Buildings and Building Management*, *National Real Estate Journal*, *Concrete*, *Building Material Merchant*, and *Sporting Goods Illustrated*. All six papers, though published by different companies, have the same ownership.

Chicago Steel & Wire Appoints Buchen Agency

The Buchen Company, Chicago advertising agency, has been appointed to direct the advertising account of the Chicago Steel & Wire Company, of that city, manufacturer of electric welding machines and welding rods. Business publications and direct mail will be used.

Henry Hoyns Heads Harper & Brothers

Henry Hoyns, vice-president of Harper & Brothers, New York, publishers, has been elected president. He succeeds Douglas Parmentier, who recently resigned. Cass Canfield has been elected executive vice-president, and Eugene Saxton, vice-president.

L. C. Griscom Buys Tallahassee "Democrat"

Colonel Lloyd C. Griscom, president of the Huntover Press, New York, has acquired the Tallahassee, Fla., *Democrat*. His sister, Miss Frances Griscom, will be associated with him in the newspaper corporation being formed.

T. W. Marshall with Union Trust Company

Thornton William Marshall has joined the publicity department of the Union Trust Company, Cleveland. He succeeds Russell Benson, who has joined Photo Artists, Inc., of that city.

Devoe & Reynolds Account to Young & Rubicam

The Devoe & Reynolds Company, Inc., New York, paints and varnishes, has placed its advertising account with Young & Rubicam, Inc., New York advertising agency.

Appoints Hanff-Metzger

A. & M. Karagheusian, Inc., New York, rugs and carpets, has placed its advertising account with Hanff-Metzger, Inc., New York advertising agency.

*The following Hearst Newspapers
are now represented in the
national field by the
Rodney E. Boone Organization*

Evening

NEW YORK JOURNAL

CHICAGO AMERICAN

BOSTON AMERICAN

DETROIT TIMES

ALBANY TIMES-UNION

BALTIMORE NEWS

ROCHESTER JOURNAL

WISCONSIN NEWS

SYRACUSE JOURNAL

WASHINGTON TIMES

Sunday

BOSTON ADVERTISER

DETROIT TIMES

ALBANY TIMES-UNION

BALTIMORE AMERICAN

ROCHESTER AMERICAN

SYRACUSE AMERICAN

RODNEY E. BOONE

General Manager, National Advertising

9 East 40th Street

New York City

CHICAGO
Hearst Bldg.

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

ROCHESTER, N. Y.
Temple Bldg.

1830	1855	1880	1905
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1836	1861	1886	1911
1837	1862	1887	1912
1838	1863	1888	1913

18	<div data-bbox="244 669 766 789" data-label="Section-Header"> <h2>The Boston Transcript In Its 100th Year</h2> </div> <div data-bbox="242 830 762 973" data-label="Text"> <p><i>Attains Its Greatest Useful- ness to Readers and Advertisers</i></p> </div>	14
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The Government Made an Advertiser Out of Us

Government Inspection Helped Remove Doubtful Element of Quality and Increased Sale of Diplomat Chicken Products

As told to Bernard A. Grimes by

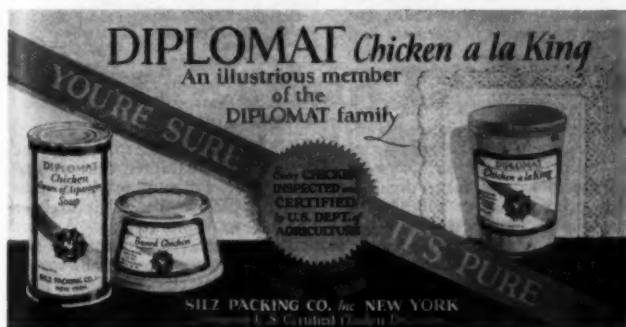
V. D. Skipworth

President, Silz Packing Co., Inc.

ALTHOUGH there is no compulsory inspection of dressed poultry, every label on our products informs the consumer that the contents of the can or jar is "Inspected and Certified by the Bureau of Agricultural Economics, U. S.

of Animal Industry was formed. The act provided that there could be no interstate shipment of meat animals unless they were Government inspected.

There was no provision in the act which provided for the inspection



One of the Diplomat Car Cards in Which the Fact Is Featured That Every Chicken Is Inspected and Certified by the Government

Department of Agriculture." That statement is not only quoted in our advertising but the statement itself is responsible for our being advertisers.

Behind this reference in our advertising to the Government there is a story which, I believe, should be of interest to the readers of **PRINTERS' INK**. It illustrates how the services of the Government may be utilized to the advantage of the consuming public and an industry. In order that you may have a clearer understanding of what has been accomplished, I should like to review briefly something of the history of Government inspection.

In 1906 the Meat Inspection Act became operative and the Bureau

of poultry, notwithstanding the fact that poultry, generally speaking, runs as high proportionately in disease as meat animals. The Bureau of Agricultural Economics has to do with products of the farm, excepting meat animals. All poultry, live or dressed, comes under this department. Our products, which are sold under the trade name Diplomat, include boned chicken, chicken salad, and broths and soups which have chicken as a base. Our plant is located at New York. The New York Board of Health, on one of its rounds, visited our plant and made an unfavorable report on some of the poultry found there. This incident had a harmful reaction, notwithstanding the fact that we had pur-

chased the poultry from reliable sources and we had a right to believe it was in first class condition.

There was little satisfaction in our attempts to make a quality product unless the industry could be put on a sound basis, so we investigated for some way to satisfy our company that none but good poultry would be used in our plant.

We realized that the answer to our problem would be found in obtaining official Government inspection of our poultry. I went to Washington and saw Roy C. Potts, specialist in charge of the dairy and poultry division of the Bureau of Agricultural Economics, and laid our case before him. We found, at that time, that there was a ruling which this department had adopted as of January, 1928, which was several months previous to my visit.

This ruling provided for Government inspection of dressed poultry but as there was no appropriation from Congress for payment of inspectors, the inspection of poultry would have to be financed voluntarily by members of the industry. I learned that anybody desirous of taking advantage of this inspection would have to pay the expenses of the inspector. Up to the time of my visit no one had taken advantage of the opportunity and we were the first plant to say to the Government that we wanted its inspection for our own as well as our customers' protection. Accordingly our company was designated by the Bureau as Plant No. 1.

Since our designation, a number of our competitors have taken on inspection. There are now eight plants employing inspectors, which shows that the industry was quick to see the advantage of obtaining Government co-operation.

Congress is being asked to consider four bills which provide for compulsory inspection of dressed poultry. Their passage would mean that poultry would have to be eviscerated and inspected at the source of shipment.

Upon the completion of arrangements for inspection we were permitted to put on our labels the legend, "Inspected and Certified by

the Bureau of Agricultural Economics, U. S. Department of Agriculture."

We then took up with our advertising agency the matter of acquainting the public with what we had to talk about. It was decided to conduct a newspaper campaign in a list of thirty-five cities covering the territory from Washington, D. C., to Bangor, Maine.

Our first advertisement, which featured the adoption of Government inspection in part read as follows:

All Diplomat Brand Boned Chicken inspected and certified by U. S. Department of Agriculture as to wholesomeness.

No other Boned Chicken product offers a Government guarantee.

Diplomat Brand is a product that no dealer can afford not to handle. For Diplomat spells "highest quality"—what all good dealers want.

Now that U. S. Government certification is available, consumers will insist upon Diplomat Government-inspected products.

We were convinced, with our Government guarantee, that we had a message for our products that would appeal to the public and we set out to capitalize it. As our products, other than broth and soups, are seasonal, our newspaper advertising started in June, 1928, and continued through until October. Results have been so satisfactory that our resumption in 1929 will be on a larger scale. Car cards also are being used, the copy placing emphasis on Government inspection, similar to the car card reproduced with this article. During the winter just passed we added radio broadcasting to our advertising program.

Our brief experience as an advertiser has convinced us that not only does the consumer respond to advertising but she will be quick to recognize a reasonable statement of an advertiser's claim and just as quickly discount overstatement. When the housewife finds what she likes, she will go out of her way to get it and tell her friends and neighbors about her discovery.

We believe that flowery language and pretty pictures are not so effective as a sensible, reasonable message which the consumer may accept without a stretch of imagi-



Heart to Heart Talks by the Nation's Leaders

The Washington (D. C.) Star is bringing the great leaders in Congress, members of the Cabinet and Heads of important Government Bureaus into your home through the National Forum, which it is conducting over a nationwide hookup of the Columbia Broadcasting System every Saturday evening at 10 o'clock, eastern standard time.

These men and women, who are making the laws of the land and executing them, will talk entertainingly and instructively on the great problems of the country, which concern every man, woman and child in America, according you what is equal to a personal interview.

Tune in every Saturday evening on the Columbia Broadcasting System at 10 o'clock, eastern standard time, and hear these talks upon the great questions of the day, by those most competent to discuss them.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

nation. The day of the consumer's belief in fairy stories is over. Proof of this has come to us in the fact that many people have been so interested in what we have had to say that they have taken the trouble to cut out our advertisements, mail them to us and ask us where Diplomat products may be obtained.

In our work of getting distribution, we realized that to sell the chain stores a demand would have to be created. Accordingly our advertising program is aimed to sell the housewife. Starting with our announcement of Government inspection, which gave us a genuine and new sales argument, our subsequent advertisements have brought us results which are reflected in the growth of both chain as well as independent dealer distribution and in the sale of Diplomat products to consumers representing an increase in volume of more than 250 per cent.

If some of the unfavorable criticisms directed by business men at the Government for regulating practices are true, we have found the reverse also to be true. In closing this recital of the advantages that have come to us as a result of seeking and receiving Government aid, our testimony as to the benefits which have come to us may be summed up as follows: Our sales and distribution have so increased that plans are now under way materially to enlarge our production capacity.

Joins Milwaukee Title Guarantee & Abstract Company

R. E. Wright, for the last nine years advertising manager and vice-president of the First Wisconsin National Bank, Milwaukee, has been elected vice-president of the Milwaukee Title Guarantee & Abstract Company. He was, at one time, with the Chicago office of the Curtis Publishing Company.

Wants to Complete Files

THE JOSEPH KATZ COMPANY
BALTIMORE, MAR. 21, 1929.

Editor of PRINTERS' INK:

Could you tell us where we could get a hold of the first volume of PRINTERS' INK 1905 issue? And, also, the volumes for years 1910, 1912, 1913, 1919, 1920, 1921 and 1922.

Thanks!

THE JOSEPH KATZ COMPANY.

Bank Uses Space to Endorse Philadelphia Campaign

Over the signature of its president, Charles S. Calwell, the Corn Exchange National Bank and Trust Company, Philadelphia, has taken space in Philadelphia newspapers to endorse the advertising campaign which that city is planning to run in newspapers and magazines to advertise Philadelphia.

"Under present-day conditions municipalities as well as business houses must build up good-will," the advertisement stated, "and modern methods now force Philadelphia to do something in a big way to advertise herself." The copy further pointed out that one of the many necessary things which the campaign can do is to weld together all of the sixty-two separate business associations of that city through the single purpose of making Philadelphia greater.

Appointed by Camco

E. M. Finbury has been appointed district sales manager at Cleveland and E. F. Ward, district sales manager at Kansas City, Mo., of the Consolidated Automatic Merchandising Corporation, New York. Mr. Finbury was formerly Eastern sales manager of the Frank J. Darling Company, Wilmington, Del. Mr. Ward was formerly district sales manager of the Best Foods Company, Chicago.

G. M. Hard II with Brookmire Economic Service

G. M. Hard II has been placed in charge of the sales promotion and direct mail of The Brookmire Economic Service, Inc., New York. He was formerly with the Simmons-Boardman Publishing Company and The Kohler Industries, both of New York.

Appointed by MacWhyte Company

Jessel S. Whyte, vice-president and secretary of the MacWhyte Company, Kenosha, Wis., manufacturer of wire rope, has been appointed general manager. Herbert E. Sawyer, vice-president and treasurer, has been made general sales manager.

H. F. Baker Joins Vars Agency

Henry F. Baker, formerly president of the Pure Silk Hosiery Mills, Inc., Chicago, and, more recently, with the M. P. Gould Company, New York advertising agency, has joined the New York office of Addison Vars, Inc., Buffalo, N. Y., advertising agency, as an account executive.

"Furniture Journal" Advances M. L. Samson

Milton L. Samson, associate editor of the *Furniture Journal*, Chicago, has been appointed managing editor of that publication.



And Still They Come

In *Printers' Ink* for Feb. 23—May 10—May 31—June 28—July 12—Sept. 13—Dec. 13, 1928—Jan. 10—Jan. 24—and Feb. 14, 1929 we announced a few of the high spots in the accomplishments of our Creative Department on direct-mail advertising.

In this issue we announce another in the form of half a million copies of an exceptionally high-grade booklet consisting of 32 pages and cover, created in its entirety by our Creative Department for a corporation of world-wide reputation.

Incidentally, the contract was placed without a single change being made in the original dummy.

All of which seems to indicate that we know at least something about the how, why and wherefore of direct-mail. Yes, and "straight" printing too.

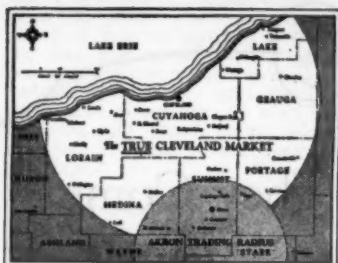
Isaac Goldmann Company
FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST
NEW YORK, N.Y.

TELEPHONE
WORTH 6080





The TRUE Cleveland Market (pictured above) is 35 miles in radius, 1,525,000 in population; the only market in which Cleveland newspaper advertising functions profitably.

TRUE CLEVELAND

TRUE because the J. Walter Thompson Co.'s 2 great market analyses, "Retail Shopping Areas" and "Population and Its Distribution," say it is—

TRUE because "A Merchandising Atlas of the United States," issued by the Research Department of Cosmopolitan Magazine gives Cleveland almost identically the same trading area.

TRUE because publisher's statements to the Audit Bureau of Circulations say it's true—

The Cleveland Press

Detroit & Atlanta
San Francisco

NATIONAL ADVERTISING
250 Park Avenue, New York

FIRST ADVERTISING

CLEVELAND MARKET



TRUE because the Industrial Relations Committee of the Cleveland Chamber of Commerce says it's true—

TRUE because the Ohio Bell Telephone Co.'s market study says it's true—

TRUE because 206 Northern Ohio Grocers, when questioned by a large manufacturer, said so—

TRUE because the 129 largest Cleveland retailers and the 45 leading jobbers of nationally advertised products said, in answer to a recent survey, that the amount of business they receive from outside the TRUE Cleveland Market is negligible.

TRUE because more and more advertisers, every day, are studying the Cleveland situation, and finding . . . TRUTH.

ndPress



*First in
Cleveland*

DIRECTOR OF ADVERTISING DEPARTMENT
N. Michigan Blvd., Chicago

Philadelphia
Los Angeles

BUY IN CLEVELAND

Selling Dealer Helps at a Profit

They May Not Show a Book Profit and Yet May Put Dollars in the Pockets of Manufacturer and Retailer

By Don Gridley

DEALER helps cost money. The more money that is available, the more helps will be available and the better they will be. Therefore, by making the dealer share the cost with the manufacturer both will get more sales because of better advertising. Q. E. D.

Put it another way. If the dealer does not pay for helps he wastes them. Therefore, by charging dealers the manufacturer cuts down waste. Also Q. E. D.

The two little syllogisms just quoted explain the basic reason why more and more manufacturers are charging dealers for helps. The only trouble is that the distance between the opening statements of the syllogisms and the Q. E. D.'s is a lot further in actual practice than it is on paper. Unless the manufacturer takes into consideration all the more important factors of the problem of charging for helps he is likely to stub his merchandising toe against a bump of dealer resistance.

Therefore, the manufacturer may well devote himself to some of the major considerations which must be recognized in treating the question of selling dealer helps. If these are duly taken into account he will be a long way on the road to deciding two very important questions: First, Shall I charge for helps? and second, If I charge for them how can I assure the greatest efficiency in their use?

1. Define dealer helps.

For the purposes of this article, dealer helps will be considered as anything which the manufacturer furnishes the retailer in the na-

ture of advertising assistance from elaborate window displays to check folders of the "take-one" type, and covering such things as counter displays, mats, novelties, booklets, etc.

2. Class of products.

If the product is one which sells for a comparatively large sum, such as a radio, an electric refrig-

erator, etc., and thus gives the dealer an excellent net profit per unit, the manufacturer has a better opportunity of selling his dealer helps than if his product is a small unit seller, such as soap, toothpaste, and the like. Experience shows that companies in the first class can successfully sell their dealers almost every type of dealer helps, whereas companies of the second class are successful usually in

selling only such types of helps as large window displays, and even then they have their difficulties.

3. Type of dealer organization.

This is closely related to the question of type of product. The bulky product usually requires a higher type of dealer salesmanship and also lends itself to a different type of dealer than does the small article. It is very difficult to get retailers in stores which handle many thousands of items to buy helps for only one of those items.

4. Types of helps.

The type of help to be sold also must be considered. Frequently the same dealers who will invest a reasonable sum per year for a window display service will hesitate to invest even a smaller sum for folders. Inquiry among a number of

WHEN dealer helps are being considered two very important questions must usually be decided. They are:

1. Shall I charge for helps?

2. If I charge for them, how can I assure the greatest efficiency in their use?

This article outlines seventeen considerations which ought to be carefully weighed whenever a dealer-help policy is being debated. A study of these seventeen points should be of real assistance in arriving at accurate answers to the two questions mentioned above.

companies which do sell helps shows that frequently these companies distribute the cheaper helps free of charge on the theory that the question of waste is not a large item on anything except the more expensive types of material.

5. *Two classes of charged-for helps.*

Inquiry also shows that there are two types of dealer helps which are bought by retailers.

The first type is that which originates with the company and is distributed by it. This would include window displays, almost any type of dealer literature, etc. It may also include such things as postcard campaigns which originate in the company's office but which are mailed out by independent organizations doing this type of work.

The second type is the large help, such as an electric dealer sign. These, of course, have to be made by companies specializing in such material and the average manufacturer cannot gauge his distribution of these helps accurately enough to warrant his putting in a supply of them. On the other hand, the manufacturer of this material has his production worked out to the point where he can economically turn it out almost on a special order basis. Practically all companies which recommend such helps to their dealers have the retailer's orders sent direct to the makers of the material.

6. *Helps must be worth more than the dealer is asked to pay.*

This should be almost axiomatic, but there are actual cases on record of where companies have made a dollar-and-cents profit on dealer help material. This is uneconomic and causes the possibility of a flare-back which will bring ill-will. Most dealers like to look upon the proposition as one of dealer and manufacturer sharing alike. The advertiser should remember that the average dealer of today is advertisingly educated and can quickly detect the fact that he is being over-charged for helps.

7. *Reasons for making a change.*

As pointed out at the beginning

of this article, there are usually two reasons for charging for dealer helps; control of wastage and bettering of dealer material. The theory that the dealer will use something that he pays for is fairly sound and there is no question that a charge for helps makes for more efficient and economical distribution. It is also true that any individual company has only so much money to invest in an advertising appropriation and that if the dealer can be induced to invest a part of his advertising funds in dealer helps both the retailer and the manufacturer will benefit since the manufacturer is able to put out a much larger volume of material and the dealer is furnished material which is much more efficient than anything he can prepare himself.

8. *Don't distribute helps except on demand of dealers.*

Such a caution is hardly necessary today, although there are plenty of companies that still cling to the old practice of sending out helps with no particular effort to control the volume. Even if a manufacturer is willing to countenance a certain amount of waste he should not send out any material except on the order of the retailer.

9. *There is no law against stimulating demand for helps.*

Almost every company which does sell its helps uses several methods of getting dealers to buy them. Helps are usually listed in business papers and any new material is given special mention. If the manufacturer believes that he has material which will be of great value to the dealers he frequently has his salesmen use this information as part of their selling talks. There are a great many ways of stimulating demand among dealers and if the advertiser has any faith at all in the value of his dealer help material he should overlook no possibility of getting it demanded and used by his retailers.

10. *A large volume of distribution is possible even when helps are charged for.*

W. J. Daly, manager, sales promotion division, electric refrigera-

COMMON INDUSTRIAL MARKETING AND

*This advertisement, No. 47 of a series, deviates from the usual industrial advertising theme to permit discussion of another field of advertising served by McGraw-Hill publications—that of specialized distribution. Recognized as industrial publications, two of the 25 McGraw-Hill journals (*Electrical Merchandising* and *Radio Retailing*) are trade papers. One of them presents the interesting case chronicled below.*

Getting the cart (distributor)

BEHIND the horse (consumer)

"A" and "B" are manufacturers of high grade radio sets. Both are seeking national distribution.

"A" appropriated \$400,000 in 1928 for an advertising campaign in general mediums to create distribution through consumer demand. He by-passed the dealer—didn't consider his selective function.

"B" went after it differently. He appropriated \$125,000 for general consumer mediums and \$25,000 for the papers of his trade. He intended to create distribution direct and

McGRAW-HILL PUBLICATIONS

New York Chicago Cleveland Detroit Philadelphia Louis

ETIM AND ADVERTISING PROBLEMS

long with consumer demand. He recognized that if the dealer had a place in his sales program then the dealer's magazine had place in his advertising program. *Radio Retailing* was used as his key paper.

A recent accounting shows that "B" sold three times as many radio sets as "A" during 1928.

* * * *

There are some advertising men like "A" who earnestly believe that consumer demand by itself automatically organizes distribution. Over a long period it may possibly do so. But what about the manufacturer who cannot afford the long-haul expense—the manufacturer who must seek his profits from economies in marketing as well as production economies—the manufacturer beset with serious price competition?

The wrong use, the improper balance of advertising has often turned users of advertising into foes or skeptics. It is not a question of one type of medium in preference to another but a matter of common-sense principles of merchandising. With these understood and applied an effective, economical program of advertising is inevitable.

IL PUBLICATIONS

Philadelphia Louis Greenville San Francisco Boston London

tion department, General Electric, says that this department sent out more than 5,000,000 pieces of direct mail last year from lists supplied by dealers. All of this material represented an investment on the part of the retailer. Mr. Daly says further:

"We shipped over 300,000 recipe books last year at a cost to the dealer of 25 cents apiece. We have nearly 4,000 window display frames with a monthly sheet service in use which costs the dealer \$10 a year. Some weeks our orders for a certain four-color folder, which is priced at \$30 per 1,000, reach 300,000 copies."

He adds, significantly, "I cannot recall a complaint on our policy."

The above quotation should be pretty definite proof of the fact that you can get wide distribution for dealer helps even if you charge for them.

11. *Material which is charged for can at times be sent free.*

D. M. Frank, advertising department, Williams Oil-O-Matic Heating Corp., says:

"It frequently occurs that we make special exceptions in charging for certain kinds of literature. We send so many Oil-O-Matic booklets with each burner that is shipped, and so many Dist-O-Matic booklets with each Dist-O-Matic burner that is shipped and likewise with the other products. These go free of charge. However, a charge is made for additional quantities of these pieces. Dealer assortment literature is made up and sent free of charge. When a dealer signs a franchise for our products we usually send him a nominal supply of literature in order to assist him in getting a start. When additional supplies are needed a regular charge is made. We do not charge for order blanks, specification sheets, installation manuals and instruction booklets and the like."

Almost every company may have its own reasons for making exceptions although inquiry reveals that there are a few companies which make almost no exceptions. Sending out free material with

each product shipped or upon the signing of a new franchise would seem to be excusable exceptions.

12. *Dealers will waste material even if they pay for it.*

The idea that the mere fact that putting a charge on help material will eliminate all waste is another fallacy. Any company which has made an investigation of the situation finds that a certain amount of waste must be expected. This is due to the vagaries of human nature rather than any particular obtuseness on the part of dealers.

It is up to the manufacturer to see that waste is minimized. He can accomplish part of this task by the methods described in the paragraph dealing with Point 9. Another method will be treated in the following paragraph.

13. *Material should be shipped to dealers promptly upon receipt of their order.*

One of the chief sources of waste comes from a situation that is only too common. A dealer becomes quite enthusiastic about material and sends for it. His order is not filled for some days or occasionally for some weeks, with the result that by the time the material arrives his enthusiasm has died down and his natural tendency to procrastinate leads him to put the helps in a back room and forget them.

A good, safe rule is to send out all material immediately upon receipt of order unless some delay is unavoidable. Then the dealer should be notified of the delay and the reason for it. If a delay does occur, a special letter should be sent to the retailer as soon as the material goes out in order to re-arouse his enthusiasm.

14. *Methods of charging.*

The usual method is the fifty-fifty plan, the manufacturer paying one-half and the dealer one-half. Of course, this cannot always be worked out with mathematical accuracy but it can be very closely approximated. A figure that is sometimes found is one-third, the manufacturer either paying one-third or the dealer paying one-third. In few cases the dealer is asked to pay the entire

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cost of the material. Such cases usually involve helps of the general type of special mechanical signs, etc., which are in the nature of more or less permanent equipment. If a manufacturer really wants a certain type of material used by a large number of dealers the fifty-fifty plan is the safest unless he is willing to send everything free and take his chances that a sufficient amount will be used to over-balance the wastage.

15. How much will the dealer pay?

The answer to this question is that he will pay almost anything so long as he gets his money's worth. Under this we may include such things as booklets and blotters which cost a few cents or even a fraction of a cent each as well as display racks and signs which cost many dollars each.

As has been pointed out previously in this article, the dealer should get more than he actually pays for. So long as the manufacturer keeps in mind the dealer's financial capacity to pay and observes the rule that his material must always be effective, he has little to worry about in considering the question of how much the dealer will pay. A number of companies have been successful in getting dealers to buy quite elaborate promotion campaigns. Their success has come from the fact that they have shown the dealer in actual dollars and cents how money invested in help material will come back multiplied many times in sales.

16. The "What the dealer buys he appreciates" fallacy.

The dealer, as a rule, is a canny bird and he may buy something which he later finds out is not worth what he has paid for it. Often, rather than send out something which he doesn't like and which he feels will not be effective, he will discard it. Unhappy is the manufacturer who tries to get this dealer to bite the second time.

17. Don't overstock the dealer even if he is willing to buy.

Stanley F. Withe, assistant di-

rector, department of publicity, Aetna Life Insurance Company, says:

"To prevent so far as possible waste in the distribution of material sent to our agents we never send it out except on order and each order is carefully scrutinized and checked up against the agent's volume of business, population, and so forth, to make sure that he can use effectively the quantity requested."

This is a practice frequently followed out by manufacturers working with dealers. In an excess of enthusiasm or under the spell of a high pressure sales talk a dealer may order much more material than he can possibly use. The manufacturer must guard against this situation because once the dealer has overstocked himself the material which he does not use remains with him as a breeder of ill-will for the manufacturer. Every time the retailer looks at the overstock he feels that he has been stuck by the company which sold it to him.

Dealers should be educated to ask for only such amounts as they can use. Salesmen should be educated not to oversell dealers. Advertising departments should be able to build up some kind of a system whereby at least a rough check can be made on retailer orders to see that overstocks are not made.

* * *

The manufacturer who will study the seventeen considerations outlined in this article will have at least taken a sizable step on the road to the successful use of dealer help material. As a result of his study he may decide that he does not want to charge for dealer helps. If so, well and good. On the other hand, he may find that the efficiency of his advertising will be increased when a charge is made. If so, just as well and just as good. The main consideration is that the material will be as efficiently made and as efficiently distributed as possible. That is the big point in dealer helps just as it is in any other type of advertising.



HOME ... home ... HOME

*with the accent
where it belongs!*

"WHEN a newspaper claims home strength," remarked an experienced space-buyer recently, "I like to forget circulation for a moment and examine the paper itself. I've learned a few things from my wife and family!"

The Boston Globe studied family needs long before A.B.C. had become the solicitor's big talking point. Consequently this newspaper now has a very large A.B.C. that is also spelled H-O-M-E.

Perhaps the best proof is the experience of Boston merchants, who stand or fall on their success in reaching people where they live. *These merchants today use more space in the Globe, daily and Sunday, than in any other Boston newspaper.* Boston's department stores place 48% more advertising in the Globe, for the week as a whole, than in the next paper.

Another reliable check on home reading is the Sunday situation—

The Boston

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whether you use Sunday space or not. Of the three Boston papers carrying the bulk of the advertising, the Globe alone holds practically all its readers in Metropolitan Boston *seven days a week*. The other two lose 35% and 63% of their week-day readers on Sunday. *The seventh day reveals the home value of the other six!*

The Globe consistently appeals to every member of the family...

A Household Department established 35 years ago as the first woman's page in America...

More local news than any other paper in this self-contained community...

Complete school news...

Sport pages that are read throughout New England — quoted throughout the country..

Business news edited for substantial business men...

Religious news for all denominations.

Absolute freedom from bias in politics...

* * *

More and more national advertisers are finding that with the Globe they can reach a *majority* of worth-while homes in the rich Boston shopping area, where average family wealth is \$9,000, and average savings \$2000!

Our booklet, "Boston — 4th Market," contains all the facts. Write for a free copy.

Facts about Boston and the Globe

Boston's shopping area ranks *fourth* in population, *third* in per capita income tax returns, of the major American markets. Average family wealth is \$9000. Savings deposits average \$2000 per family.

Within 12 miles of Boston's City Hall is the territory called Metropolitan Boston, defined by the A.B.C. as the "City" district. It is composed of Corporate Boston and 39 bordering and near-by suburbs.

Here in Metropolitan Boston the Globe is definitely the *home* newspaper, for it is the only Boston newspaper which holds all of its readers in this rich district *seven days a week*.

Boston's great department stores do 46% of the local advertising in Boston newspapers. With seven dailies and four Sunday papers to choose from, they spend 37% of their entire Boston newspaper appropriation in the daily and Sunday Globe alone.

Globe

How Nine Industrial Executives Co-operate with Each Other

They Hold Regular Meetings and Discuss Each Others' Advertising and Sales Problems

By E. J. Heimer

Secretary, Barrett-Cravens Company

CO-OPERATION without co-ordination means nothing. There is hardly an executive today who is not willing to co-operate—until it comes right down to the "operate"; then he ceases to function. Everywhere one hears much about the fruits of co-operation but concrete examples are rather hard to find and hence, to most of us, it is pure hokum.

Let me tell you about a small group of men—nine—in the Central West who have banded together in a manner that is resulting in big things for all concerned. These nine men—each an officer in an industrial manufacturing concern—have taught themselves how to co-operate along a well-organized plan which has endured for four years and gives promise of continuing indefinitely. Why? Because sufficient benefit is obtained to warrant their spending a full day every ninety days in Chicago—sitting around the table in their shirt sleeves discussing sales and advertising policies.

The products represented by this group are varied; not competitive, but related. Listed among the products are:

- Lift-trucks & portable elevators.
- Electric blowers & sprayers.
- Electric saws.
- Industrial wash fountains.
- Gasoline tractors.
- Industrial window shades.
- Factory & warehouse trucks.
- Machine & production counters.
- Belting.

These products seem entirely foreign to one another, and one might imagine that their sales and advertising policies must be different in each case. The contrary is true. Practically every phase of each business is identical, in a big measure, with the similar feature in the business of the others, thus enabling one to profit by the

others' experiences. Let us see how they aid one another.

Almost all in this group pay their salesmen on a straight commission basis. Likewise, none of the members has a line sufficient to support a salesman full time in territories other than the large cities such as Chicago, New York and San Francisco. Hence, the salesmen in other territories must have other accounts, non-competitive but kindred. Swapping salesmen, getting the other fellow's account for your man and he taking your account for his man, is, consequently, a very usual thing. One company needs the services of a good man in Pittsburgh. One of the co-operators has just such a man who requires an additional account. The salesman's address is secured; he is approached, after having been recommended by the other house, and a new sales connection is made. In this manner, the co-operators are able to secure the services of capable men in territories uncovered without the usual expense involved in a "salesman hunt."

And it works the other way, too. Our Boston salesman advises that he requires an additional account to round out his line. We approach the co-operators and usually secure another account for him.

Someone prepares a dummy for a new circular or catalog. Before going to press the dummy is submitted at the meeting for suggestions. And, rest assured, often the suggestions are in reverse English. Sunday manners are left at home and everyone speaks freely but without offending. Only one result is possible from such a procedure—better literature. The objections brought up are often discussed and an entirely new viewpoint brought to the surface which

results in discarding the original dummy and starting anew; or perhaps, expanding the dummy into more pages, or curtailing it, or any of the other things that can and do happen to sales literature when given proper outside, detached analysis.

One of the co-operators has a happy idea he puts into test. The others are advised and either aid in the test, if requested, or sit by to await results. Such tests may concern a special type of direct mail, a sales policy, or an advertising campaign.

As an example, one co-operator put a ruling into effect that his salesmen could not wire the home office collect, regardless of the subject of the wire. The other co-operators sat by and awaited results. The test proved practical by reducing telegram bills \$37.30 the first month. Some of the other co-operators adopted the idea. Still another co-operator decided to use the second sheets of two-page letters for advertising. This idea was passed around immediately to the others, with the result that two put the same thing in their correspondence departments.

The Barrett-Cravens Company held its annual sales convention in January. Many of the Barrett men also represented accounts of two other co-operators. These two manufacturers were allotted time during the convention to give talks and demonstrations to the men and thus further their interests. This is what you might term co-operation to the nth degree.

Sales volume, its source, percentage of sales increase, etc., are openly discussed and brought down to common denominators. Thus a careful check-up on industry in general is possible and proper application of sales and advertising effort possible. Leads or inquiries are passed around. A good word spoken here and there for one another is always in order, and, in general, everyone is plugging for the other fellow.

This group is not a closed corporation. The members invite other industrial concerns to attend their meetings—provided, of

course, the newcomers are willing to give as freely as the old-timers. There are no ceremonies or formalities connected with it. Even the term "Mr." is dropped for more expressive means of conveying a point. These men know how to co-operate. They have experienced the benefits of co-operation to such an extent that six of them travel a distance varying from ninety to 700 miles to attend these get-togethers. All are positive in their belief that they secure more helpful aid from these informal gatherings than from any other association or business club they might belong to.

In concluding these remarks it might be well to indicate that there are no "big executives" in the crowd. These men represent companies doing a volume ranging from \$125,000 to \$13,000,000 annually and the \$13,000,000 man assumes no more importance than the \$125,000 delegate.

Service!

THE GLOBE-WERNICKE COMPANY
CINCINNATI, MAR. 18, 1929

Editor of PRINTERS' INK:

We indeed appreciate your letter of March 14 giving us information about window displays.

Service of this nature which you are rendering to advertisers is certainly a great help.

R. L. COOK,
Advertising Manager.

Brown Instrument Company Appoints Vice-Presidents

Charles H. Kerr has been appointed vice-president and general manager, and George W. Keller, vice-president and general sales manager, of The Brown Instrument Company, Philadelphia, manufacturer of thermometers, pyrometers, etc.

Continental Rubber Account to Machen Agency

The Continental Rubber Works, Erie, Pa., have placed their advertising account with the Cleveland office of The Edwin A. Machen Company, Toledo advertising agency. Magazine, business-paper and direct-mail advertising will be used.

Fred Dolph with Donnelly & Sons

Fred Dolph, formerly commercial manager of station WBET, Boston, has joined John Donnelly & Sons, outdoor advertising, of that city, as a sales representative.

IT HAPPENED IN



"He invariably put his finger on the picture from Good Housekeeping and said, 'This is the best. This is very fine furniture.'"

SHE was a young married woman, eager to begin the fine adventure of housekeeping. When her husband was ordered to Siam, she went along. "We were looking forward for the first time," she said, "to having a home of our own."

Through her reading of Good Housekeeping, she had dreamed

of a modern, attractively furnished home. But since Bangkok standards differ from those of America her dream was shattered.

"We were both impressed and depressed by the furniture in every house to which we went," she wrote the Director of Good Housekeeping Studio of Furnishings and Decorations.

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DIN SIAM . . .

THE fact that all of it is made of solid teak in no way alleviated the drab impression created by the ugliness of line. The prospect of living a lifetime with furniture I did not like depressed me as much as the heat. We cannot use American or European made furniture because it is too quickly destroyed by white ants. Only extremely hard wood like teak and rosewood are immune."

Determined to possess the furnishings her sisters in the United States were enjoying, the persistent homemaker turned to her Good Housekeeping for aid. From the Studio and advertising pages of Good Housekeeping she "snipped" pictures of furniture that appealed to her.

"I picked out," she said, "the best cabinetmaker in town. When I showed him pictures of the same style thing from different magazines, he invariably put his finger on the picture from Good Housekeeping and said, 'This is the best. This is very fine furniture.'"

"We have had two overstuffed couches copied, and a wing chair;

this from an advertisement showing a chair from the American wing of the Museum. Now they are making the dining room set which you showed in the November issue."

• • •

What this woman learned in Bangkok, more than 1,600,000 progressive families have learned in the United States: that Good Housekeeping's editorial pages—its Studio of Furnishings and Decorations, its Fashion pages, its Beauty Department, its Institute, its Bureau of Foods, Sanitation, and Health—are the source of better ideas on how to live smartly and with comfort, efficiency and safety.

They have found out too that Good Housekeeping's section of Guaranteed Advertisements is the place in which to find products that make their dreams come true.

Good Housekeeping has become a buying directory for the American family because the ideas presented editorially are fulfilled by the approved and guaranteed products in its advertising pages.

GOOD HOUSEKEEPING

Everywoman's Magazine

CHICAGO

BOSTON

NEW YORK

DETROIT

SAN FRANCISCO

... In Three Years

following the establishment
of a milk condensery in a
Missouri community

*582 Major Improvements
were made by its
patrons*

- 50 New Barns
- 29 New Homes
- 25 Silos Built
- 68 Poultry Houses
- 22 Milk Houses
- 37 Cooling Tanks
- 51 Milking Machines
- 72 Barns remodeled
- 49 Homes remodeled
- 39 Poultry Houses remodeled
- 89 Homes painted
- 51 Barns painted

THIS same progress is being made in hundreds of other dairy communities where this publication wields a powerful influence.

The Dairy Farmer

MEREDITH PUBLISHING COMPANY
DES MOINES, IOWA

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Can Advertising Keep Baseball Park Turnstiles Clicking?

"Little Rock Travelers," of Southern Association, Decide upon Consistent Newspaper Campaign

By Allan C. Gottschaldt

President, Gottschaldt-Humphrey, Inc.

BACK in June of 1927, Jesse F. Matteson, present advertising agency man and former sporting editor, started something with a query: "Should Major League Baseball Clubs Advertise?"* From the Chicago "Cubs" came word that there was one club that *did* advertise. However, the Chicago Nationals confined their advertising to promoting, with success, "Ladies' Day."

From Cleveland came an assertion by the club's executive head to the effect that a second division team couldn't be "sold" to the public through advertising or anything else. The president of the Boston Red Sox chimed in with somewhat similar views. And then came a long pause.

Mr. Matteson headed his article with a query that stressed the words "major league." But the seeds he sowed evidently struck far from barren ground in one of our up-and-going minor leagues, namely, the Southern Association. Witness the fact that the Little Rock Travelers have decided to go in for paid newspaper advertising.

R. G. Allen, president of the Little Rock club, has been active in baseball affairs for a score of years or more. He recalls the day when a golfer was a curiosity; when radios were unthought of; when automobiles were the playthings of only a favored few.

In those days, baseball had few competitors in the amusement line. Now it must compete—or suffer. Mr. Allen, quite obviously, does not intend to do any suffering, financial or otherwise. So only the other week he employed an advertising man, determined to go into friendly competition with golf

courses, picture palaces, bathing beaches, the automobile trip—and all other forms of amusement that have been drawing folks away from his diamond during recent years.

"Baseball has gone on too much in the same old way year after year," observes the Little Rock chieftain. "And it's time baseball men realized it. Baseball is our product and we've got to get out and sell it just like any other progressive business concern gets out and sells its products."

The Theme of the Advertising

"Advertising pays in every other business, and it will pay in baseball. If the theatres can change their advertisements daily in their fight for patronage, why can't a ball club? I want advertising that will acquaint folks with what we have to offer and that will convince folks that the Little Rock Baseball Club is an asset to Little Rock that is worth money to every citizen and business man of the city, and worthy of support as a civic enterprise."

Isn't Mr. Allen on the right track? While other magnates are furiously chewing their cigars, registering annoyance over the many dollars that are slipping away from them—isn't it just possible that the Little Rock turnstiles will click merrily this season?

I cannot help but envy the copy writer that will be entrusted with this campaign. True, he will have little in the way of precedent to guide him. He will have access to no handy file of clippings. Still, his is a glorious opportunity to blaze a trail.

Nevertheless, Messrs. Quinn and Barnard, when they voiced the sentiments of the Red Sox and the Cleveland clubs in these columns—

*PRINTERS' INK, June 23, 1927, page 112.

not so many months ago—stressed an important point. Advertising cannot be expected to do its job unless the product it has to sell is "right."

In other words, the Little Rock Travelers must be whipped into some semblance of a good baseball aggregation, if the paid newspaper advertising is to bring in the cash customers. And I can't help possessing a hunch that Mr. Allen will see to that end of it.

After all, haven't the newspapers of the country been over-generous with free publicity in so far as the baseball clubs are concerned? Isn't it about time that baseball was entered upon the advertising ledger?

The Little Rock club will soon know the answer to the second question.

A Guide to Preparation of Manuals for Salesmen

THE GLOBE STOVE & RANGE CO.
KOKOMO, IND., MAR. 15, 1929.

Editor of PRINTERS' INK:

Sincere thanks for your letter of March 8 and your courtesy in sending the information requested relative to preparation of retail salesmen's manuals.

This service is invaluable and is of the greatest benefit in analyzing necessary fundamentals in the proper preparation of material of this kind.

Your courtesy and promptness is appreciated.

THE GLOBE STOVE & RANGE CO.

Central Ohio Paper Company Plans Campaign

Magazine advertising will be used in a campaign on Swan Linen to be conducted by the Central Ohio Paper Company, Columbus, Ohio, manufacturer of watermark papers. This campaign will be directed by Platt-Forbes, Inc., New York advertising agency.

J. M. Biow, Director, Standard Corporation

Jesse M. Biow, Eastern sales manager of the Standard Publishing Corporation, Chicago, publisher of *Modes and Manners*, has been elected a member of the board of directors and placed in charge of all Eastern activities of that organization.

Appoints Erwin, Wasey

The Lavoria Chemical Company, Minneapolis, has appointed Erwin, Wasey & Company, Chicago advertising agency, to direct the advertising of Lavoria.

Gold Seal Electrical Company Appointments

J. K. I. Cody, formerly general manager of the National Cash Register Company in Japan, has been appointed general sales manager of the Gold Seal Electrical Company, Inc., New York, manufacturer of radio tubes and other electrical appliances.

Edward R. Fiske, formerly assistant general sales manager of the Ceco Manufacturing Company, New York, has been appointed general field supervisor of the Gold Seal company.

Joins Guild of Master Direct Mail Craftsmen

Willard F. Deveneau, formerly with the Williams Printing Company, Nashville, Tenn., has been made executive vice-president of the Guild of Master Direct Mail Craftsmen, New York. Previous to his connection with the Williams company, he was with James F. Newcomb & Company, Inc., and the Reuben H. Donnelley Corporation, both of New York.

Campaign Planned for Tishken Products

Magazines and business papers will be used in an advertising campaign which will be conducted on Bull Dog door props by Tishken Products, Detroit. This campaign will be directed by Whipple & Black, Inc., advertising agency of that city.

To Represent Kreidler Publications on Coast

Simpson-Reilly, publishers' representative, Los Angeles and San Francisco, has been appointed Pacific Coast representative of the Kreidler Publishing Company, Chicago, publisher of *Junior Instructor* and *Junior Home*.

Beneficial Operating Bureau Advances Ernest Davids

Ernest Davids, formerly production manager of the Beneficial Operating Bureau, Inc., New York, has been appointed advertising manager of that organization.

Package Design Corporation, New Business

The Package Design Corporation has been formed at New York to prepare decorative designs for containers, box wraps and labels. Edwin L. Ley is president.

Appoints Utica Agency

Devereux & Smith, Utica, N. Y., advertising agency, have been appointed to direct the advertising account of Frederick B. Smith and Company, investment securities, of that city.



A New Day Has Dawned In Advertising Typography

MODERN advertising is a battle to capture the eye. Presentation, dramatization, dynamization, hot shot, "burn-'em-up"—call it what you please—demands typography of new colorfulness and resourcefulness—meteoric and detonating. The Advertising Typographers of America, every member a craftsman extraordinary, are on the *qui vive* to keep America in the forefront. In technical command and creative art they lead the world. And—they prove their faith in advertising by advertising. Buy typography only from members of Advertising Typographers of America listed below:

Members Advertising Typographers of America

Boston	New York City	Philadelphia
THE WOOD CLARKE PRESS THE BERKELEY PRESS	AD SERVICE CO. ADVERTISING AGENCIES' SERVICE CO.	ROYAL TYPOGRAPHERS, INC. SUPERIOR TYPOGRAPHY, INC. SUPREME AD SERVICE TRI-ARTS PRINTING CORP. TYPOGRAPHIC SERVICE CO. OF N. Y., INC. KURT H. VOLK, INC. WOODROW PRESS, INC.
Chicago		
ARKIN ADVERTISERS SERVICE BERTSCH & COOPER J. M. BUNDSCHO, INC. HAYES-LOCHNER HAROLD A. HOLMES, INC.	ADVERTISING-CRAFTSMEN, INC. (A-C) ADVERTISING TYPOGRAPH- ERS, INC. THE ADVERTYPE CO., INC. E. M. DIAMANT TYPOGRAPH- IC SERVICE FROST BROTHERS DAVID GILDEA & CO., INC. HELLER-EDWARDS TYPOG- RAPHY, INC. MONTAGUE LEE CO., INC. FREDERIC NELSON PHILLIPS, INC.	WILLENS, INC. PROGRESSIVE COMPOSITION Co. Pittsburgh EDWIN H. STUART, INC. St. Louis WARWICK TYPOGRAPHERS, INC. Toronto SWAN SERVICE
Detroit		
GEORGE WILLENS & CO.		
Indianapolis		
THE TYPOGRAPHIC SERVICE Co.		
Los Angeles		
TYPGRAPHIC SERVICE CO.		

NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.

CIRCULATION WE -BY THE RESPONSIVENESS OF -READERS

The remarkable increase in the use of space in certain newspapers by advertisers as compared to their use of the Herald-Tribune, equal, or even larger, circulation of other newspapers in the same cities, indicates a growing appreciation of true circulation values.

The circulations of some newspapers are worth more to advertisers than the circulations of others, because of the greater responsiveness of their readers to advertising and their greater willingness to buy.

When advertisers are found making a per reader investment in one circulation considerably higher than their per reader investment in another circulation, it can be assumed that these advertisers know that the reader responsiveness of the former is greater than that of the other.

For a number of years, advertisers in Boston have shown a marked preference for the readers of the Herald Traveler to those of other Boston newspapers. Proof is found in the fact that these advertisers have, year after

BOSTON HERALD TRAVELER

Advertising representative:
GEORGE A. McDEVITT COMPANY,
250 Park Ave., New York, N. Y.
914 Peoples Gas Bldg., Chicago, Ill.

WE IS ESTABLISHED- OF THE INDIVIDUAL- RER

certain, made a substantially larger investment per reader use of the Herald-Traveler than in the reader unit of any other papers in the daily circulation in the city of Boston.

This appreciation of advertisers for the reader value of Herald-Traveler circulation is further emphasized by the more total lineage appearing in Boston newspapers during 1928 e of the regardless of size or character of the business advertised. ing and lineage was divided as follows:

Herald (7 days).....	16,195,546 lines
Globe (7 days).....	16,130,084 lines
Post (7 days).....	13,650,648 lines
Transcript (6 days).....	7,744,691 lines
American (6 days).....	5,122,077 lines
Advertiser (Sundays)	2,761,245 lines
Advertiser (Daily)	1,640,292 lines

(From report of Media Records, Inc.)

RD-TRAVELER

For seven years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily newspapers.

W

HAT IS GOOD FOR BOTH
BUYER AND SELLER IS GOOD INDEED.

When window display advertising was in its infancy, it was proper to call in a number of producers and ask for ideas. Competition for space was not keen and almost any colorful display was acceptable to the retail trade.

Now that window space is more zealously regarded by the dealer and competition among the manufacturers keener, real knowledge of trade conditions and the sales potentialities of an idea calls for study, research and expert knowledge.

This type of service can not be rendered without the full cooperation which follows when a buyer places his business with one producer who in turn does not take business from a competing manufacturer.

We have spent our time in research and study of sales results rather than in selling. This attitude has brought us many accounts which we serve exclusively.

CARL PERCY

INCORPORATED

450 FOURTH AVENUE

NEW YORK CITY

Seven Sales to Each Customer Is Aim of This Window Display

Makers of Peter Pan Wash Goods Devise Merchandising Idea Which Suggests the Purchase of Goods for Seven Dresses Instead of One

By Roland Cole

INCREASING the consumption of commodities used in the home, and reaching more and more consumers in more and more homes, is a problem that many manufacturers are earnestly trying to solve. What follows is an account of how a manufacturer of wash fabrics for women's garments and household decoration is showing women the simple way to procure seven wash dresses, one for each day of the week, with no more effort than it takes to purchase one, and at a cost of no more than six cents a day for the year. It is the story of a window display idea, supported by an advertising campaign, which has been developed by Henry Glass & Company for the use of its retailers.

This window display is part of the company's sales and advertising campaign for the spring and summer of 1929 on wholesalers, retailers and consumers. The campaign comprises national advertising to the consumer and dealer in seventeen periodicals, including full pages and color, a direct-mail fashion supplement and swatch campaign, prize contests and other features. Periodicals are used in the fields of women's magazines, fashion quarterlies, and farm, religious and educational journals. The display consists of a large center panel, lithographed in eight colors, four dresses made from Peter Pan materials, seven photographic panels each mounted on a separate easel, and a supply of folders for consumer distribution featuring various dress and home uses for the goods. Each folder is accompanied by samples of twelve different patterns of material.

This display, complete with all accessories and a supply of window signs, counter cards, and other dealer helps, is offered to the re-

tailer for his use for ten days, including two Saturdays, without charge. In order to get it he must place an order for not less than a certain quantity of Peter Pan dress goods in the patterns featured in the display, and specify a date when he will give the display a ten-day showing in his window. Many dealers, of course, buy much more than the required amount.

The display is quite attractive to women. On the lithographed panel are two large illustrations, one of a home group of women examining a Peter Pan pattern, and the other of some romping children wearing dresses made of Peter Pan material. Across the lower portion of the panel are seven large red figures arranged in a horizontal row of white squares numbered from one to seven. Above each figure there are the familiar abbreviations for the days of the week, "Sun.," "Mon.," etc. All of this is surmounted by the caption. "A smart dress for every day in the week for less than 6 cents a day."

Fastened to the panel just beneath each large red figure is a length of Peter Pan goods, which runs down to the floor and is gathered in a small heap close to the front of the window. On top or directly behind the heap is the photographic panel showing an attractive young woman wearing a dress of the pattern. Every pattern and dress shown is different. On each side of this display of dress goods material is a dummy having on it one of the made-up dresses that go along with each display. A supply of the fashion folders is shown in the window and women are invited to procure copies with their enclosures of samples of the dress goods.

This window display is tied up very closely with the national pe-

riodical advertisements in which is shown, in color across the bottom page, a panel of seven made-up dresses, on models, and directly beneath each one an enlarged detail of the pattern. The copy brings out the idea that one of these dresses can be made in less than an hour at a cost of less than \$3, and that anybody can have "a smart dress for every day in the week at a cost of less than 6 cents a day."

In offering this display to re-

Therefore, swatch-books of the full Peter Pan line were made up for all jobbers' salesmen, with color proofs of the first advertisement to dealers featuring the window display mounted therein. This advertisement is in the form of a two-page insert, the layout and pictorial elements of which are identical with the advertisement appearing in the women's publications, the text only being different for the two kinds of publications.

The company devised a prize



Retailers Have a Choice of Using This Peter Pan Window Display for Ten Days Without Charge or Buying It for \$10 .

tailers, Henry Glass & Company give them the choice of using it for ten days without charge or buying it for \$10. So far this season 5,000 retailers have placed their orders for the display. A certain number are made up for each jobber's territory and these are routed among his retailers. About 10 per cent of the retailers who have signed up for the display have indicated that they will want to purchase it outright. They are thus in a position to keep the display in the window as long as they please or repeat it once or more during the season. The price of \$10 covers the cost of the four dresses. No charge is made for the advertising features.

The company does not sell the retailer direct, but the jobber only.

contest, running from January 1 to April 30, for its distributors' salesmen, in order to stimulate their efforts. Prizes were offered in four groups, viz., first group for making quota, second group for exceeding quota 100 per cent, third group for the largest percentage of increase and the fourth group for the salesman selling the largest quantity of material.

Join Advertising Department of Philfuels Company

J. Lucien Jones, formerly with the Andrews-Bradshaw Company, Pittsburgh, has been made manager of the newly organized advertising department of the Philfuels Company, Bartlesville, Okla., a subsidiary of the Phillips Petroleum Company. Philip M. Marsh, formerly with the Curtis Publishing Company, has been made assistant advertising manager.



As Timid As A Mouse

Courage is a purely relative quality. While we realize that it is a major characteristic of certain species of big game such as the lion, the grizzly and the African buffalo, we hardly expect a demonstration from such a diminutive creature as the mouse. However, in the May issue of **FOREST AND STREAM**, Kenneth Fuller Lee tells of a field mouse which presented the most genuine display of pure unadulterated courage he had ever witnessed.

"Very carefully," writes Mr. Lee, "Leverett picked up the two baby mice and held them in the palm of his hand. At once the mother charged him, seized one of the babies in her mouth and carried it away, returning a moment later for the other."

Because **FOREST AND STREAM** recounts the experiences and observations of the foremost authorities in the field, more than one hundred thousand sportsmen read every issue.

FOREST AND STREAM
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena

Just Any Kind Of



ANY kind of a salesman may stop at John Martin's farm. However he will only gain passive interest if he permits his solicitation to wander by the discussion of growing cotton, citrus fruit or other crops in which Martin is not particularly interested.

ANOTHER salesman selling the same product, knows that farmers in the North Central 13 "Heart" States are not concerned about farming as it is practiced outside the "Heart" section. Consequently, he confines his solicitation to the things John Martin wants to know about. Such sales strategy immediately wins the undivided attention of his prospect.

Successful

MORE THAN ONE MILLION

The Meredith Publishing Company,

Branch Offices: NEW YORK . . . CHICAGO . . . ST. LOUIS . . . KANSAS

nd Of A Salesman

SUCCESSFUL FARMING confines the information it gives, to the needs of farmers living in the North Central 13 "Heart" States.

IT does this to a greater extent than can be expected of other general farm magazines, because it has a higher percentage of its total circulation concentrated in this rich farming section than have the other general farm magazines

THROUGH such a well defined approach to prospects, advertisers in Successful Farming gain the undivided attention of the farm leaders living in "America's Agricultural Heart".

ADVERTISERS can judge how well Successful Farming can serve them, by how well it serves the farm families it reaches. Subscription renewals are an index. Successful Farming has a higher percentage of renewed subscribers than has any other general farm magazine.



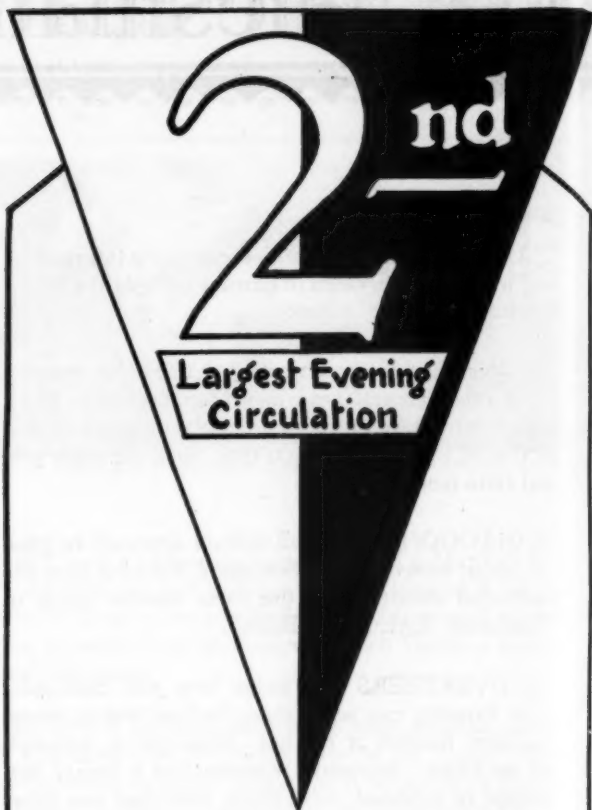
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N ONE MILLION CIRCULATION

ublishing Company, Des Moines, Iowa

R. LOUISIANA . . . KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

In New York



NEW YORK

EVENING GRAPHIC

A market of more than 350,000 families



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Quote a Dozen Price and the Housewife Will Buy a Dozen

Actual Sales Results with Sunkist Oranges and Lemons Have Demonstrated This Fact to the California Fruit Growers Exchange

By James O. Cook, Jr.

Assistant Advertising Manager, California Fruit Growers Exchange

MANUFACTURERS of food products, especially "dry groceries," are being forced to reduce the size of their packages to units that fit into the needs of the modern home. The perishable foods—fruits and vegetables—have been participating in this sales unit revision but in the opposite direction. Instead of catering down in units of sale, as consumption of these products steadily climbs, units of purchase become constantly larger. There is much more chance to sell the flat-dwelling family of the Bronx a box of grapefruit, today, than a 100-pound sack of flour. Not many years ago grapefruit were practically unknown and sold to the few venture-some individuals who did purchase them in single units. Now grapefruit are featured, frequently, in quantities as large as a dozen, half-box and even box quantities.

Due to the changing dietary habits of most of us, fresh fruits and vegetables have come in for a tremendous boom. Salads, orange juice, fruit cocktails and fruit desserts are now common sights on the American dining table. So common have they become that the modern housewife does not hesitate to buy a dozen or two of oranges, and even larger quantities if a sufficient inducement is offered her. Her mother bought one or two oranges, now and then, as a special treat for the children. Today her daughter buys them daily and in quantities that would have bewildered grandma.

This condition, naturally, does not tend to reduce units of purchase, unless the retailer unintentionally and from ignorance restricts them by suggesting a price in too small quantities. The service department of the California Fruit Growers Exchange is con-

stantly working with retailers to keep nothing less than a dozen price on oranges and lemons. Actual sales results have demonstrated over and over again that the housewife will buy a dozen in preference to a smaller quantity, if a dozen price is quoted to her.

Many interesting features have been conducted on oranges, with gratifying sales increases, by alert retailers who could sense the business-building possibilities of odd-units and larger than dozen quantity prices. The 20th Century Stores, of Portland, Oreg., conducted an exceptionally successful "Shopping Bag" sale not long ago. Open-mesh shopping bags containing three dozen small-sized oranges were featured at 58 cents a bag. A dozen each of 252's, 288's and 324's, small size oranges, were used in each bag. Windows and interiors were dressed with bulk displays of these oranges, loose, in the bags, pyramided and in boxes. The strategy of the open-mesh hemp bags was borne out by the influx of women who had seen others come out with bags full of these delicious oranges. Prices were also featured on box and half box lots and the business generated from these wholesale quantities helped to swell, very materially, the fine sales increase from the bag special.

At another grocery store in the same city, a special sale on large-sized oranges at twenty-five for \$1 succeeded in moving twenty-one boxes in three days, indicating that large-unit sales can be productive of increased volume from any sized fruit. Combination sales of oranges, lemons and the glass Sunkist Reamer for extracting juice, have likewise been very successful. A good example of such a sale is the story of Arata Bros., of Sacra-

mento, Calif. They featured two dozen 252 size oranges, one dozen 360 size lemons and a glass Sun-kist Reamer, a regular \$1.25 retail value, all for 89 cents. The sale ran for a week and in that time they sold over fifty boxes of oranges and lemons and four gross of the reamers. Splendid window display and newspaper advertising were outstanding features of this successful sale.

Although more commonly appreciated today than ever before, it seems always to have been the case that the man who did an exceptional business on oranges did it because of volume sales units at odd-cent prices. Many years ago an energetic merchant in a small city in Iowa electrified the retail fruit-merchandising world by advertising a big "Scoop-Shovel" sale. He filled one of his windows with oranges and on top of them placed a shovel of the type used in grain elevators. A large sign announced, "These Oranges to Be Shoveled Out at 49 Cents a Scoop." A shovelful held about a dozen and a half oranges and the entire window was shoveled out before nightfall. At that time "dry measure" sales of oranges were very common, pecks, bushels, basketfuls, bagfuls and the like being generally practiced by energetic merchants. State laws in recent years requiring the sale of perishables either on a weight or actual count basis have restricted, to some extent, such bulk features and dealers now are looking more and more to adaptations of the dozen unit for features on oranges. The examples mentioned here indicate that there is no limit to the possibilities of large-unit sales combinations to stimulate the sale of a common fruit staple such as oranges.

Adjusting of retail pricing habits has been particularly difficult in the merchandising of lemons. The lemon, except during very hot weather or flu epidemics, is never a very sensational retail seller. It is a sort of "Jack of all trades" among fruits, having literally hundreds of valuable uses but no one or two that make it a spectacular sales item.

The average grocery store moves from a half to a box of lemons a week throughout most of the year. Retail prices, except during a few weeks caused by one of the two exceptional conditions already mentioned, change but little. The old custom was always to price lemons at so much for a dime. If cheap enough, three or four for a dime. As a consequence, people bought just three or four lemons. It was only natural as no effort was made to encourage larger unit purchasing.

It so happens that no fruit package the retailer buys has more individual units in it than a box of lemons. Fruits per box average between 300 and 360. Apples average around 100 and oranges around 200; grapefruit about seventy-five or eighty. Assuming that a merchant is trying to sell out a box of 360 size lemons at three for 10 cents, he has just thirty dozen lemons in a box of that size, and if the lemons are sold by the dozen it will require thirty trips to the box before they are all gone. At a price in fourth-of-a-dozen lots, it requires just four times as many box entries or 120 trips before the box is empty.

Odd-Cent Prices Used Wherever Possible

Three for 10 cents is equivalent to 40 cents a dozen, a price not too high to move lemons freely in dozen lots. The intelligent merchant, however, is not only pricing in dozen quantities but using the odd-cent price in every instance possible. He is beginning to realize the magic power of a bargain price with the woman buyer. He sees that almost everything she buys for herself is priced at an odd figure, be it a fur coat at \$4.95 or a new hat at \$4.95. So he prices his 40-cent lemons at either 41 cents or 39 cents a dozen, sells more with less effort and makes more money because of less shrinkage and sales expense.

In recent years pricing of lemons in larger than dozen lots has become a common thing. All Sun-kist lemon advertising carries a by-line, "Buy Them By The Dozen For Their Many Uses." This campaign is directed so as to popu-

He Is Considering Markets First—Then Mediums

By R. F. R. HUNTSMAN

In Philadelphia, last week, a partner in an advertising agency nationally known remarked sententiously:

"I am not considering mediums today as much as I am considering markets. Advertisers find mediums galore at every turn, literally thousands of them. But what do these actually cover?

"Many claim to cover everything—but where? What distinct markets do they cover, and are the markets good markets for the particular product I wish to sell by advertising?

"It's comparatively easy to make up an advertising schedule of mediums which pull, but it means hard and patient digging to pick the perfect markets across the map of this U. S. A.

"Strange as it may seem, there appears to be more general misinformation than facts concerning many markets both large and small. Too much is inaccurate; too much a result of careless survey.

"I used to associate the Bronx with squatters and farms. I find wonderful apartments with high class tenants are there now. Also miles upon miles of fine private homes. I formerly believed that the buying value of the Bronx was low. I happen to know now

that it is very high—higher in value and quantity than the other boroughs of Greater New York. For instance, by 'digging in' I found these valuable facts about the Bronx:

"In the Bronx, 55.8 per cent of the families are in the '\$3,000 to \$4,000 annual expenditure group,' as compared with 19 per cent, for Manhattan, 34.5 per cent for Brooklyn and 19.6 per cent for Queens. In Bronx County 18.5 per cent of the families are in districts averaging \$4,000 and more. There is no district in the Bronx where annual family average expenditure is less than \$2,000. In many districts family average yearly expenditure is \$7,500 or more.

"Knowing as I do that the only way to cover the Bronx is by using the only newspaper which alone covers the Bronx—the *Bronx Home News*—I am giving you this fine fat contract because the market and the medium satisfy me to a 'T.'

And so, you see, this alert agency executive practically wrote this piece of copy himself for us, and I think he did a right good job of it.

R. F. R. Huntsman, Inc.

Woolworth Tower, N. Y.
National Representative
"The Home News"

larize the health, dietetic and beauty uses of this multi-use fruit. It is not hard to induce the housewife to buy more than a dozen lemons, if the price is right. She already knows what she can do with them, knows that they will keep a reasonable length of time under ordinary house conditions and, above all, she is learning that it is poor economy ever to be without lemons in the house.

During an epidemic of influenza not long ago, the Safeway stores in Southern California featured 432 size Sunkist lemons, specifically, as a valuable cold and flu preventive. They were not content to feature a few lemons for this purpose, but put a price of two dozen for 29 cents on this fruit, which, with the natural conditions then existing, moved a large quantity very rapidly. A few months before, sidewalk merchants along the Fulton Market in New York City were featuring 490 and 520 size lemons at twenty-five for 25 cents, 100 for \$1. Sales were so brisk that many dealers had bags of twenty-five or 100 lemons all tied up and ready for the steady flow of customers. Literally thousands of similar successful larger-than-dozen features come to the attention of Exchange service men every year.

They are not the exclusive property of large city dealers, by any means. A merchant in the small Western city of Walla Walla, for instance, promoted a very successful sale on lemons a few years ago at a feature price of seventeen for 55 cents. He had been selling these same lemons, with somewhat indifferent success, at 40 cents a dozen. He did not want to lower his price so he hit upon the scheme of increasing the quantity to an odd amount at a price not too high for free movement of the extra quantity offered. His window was filled with lemons, the price and quantity were prominently featured and in two weeks time he had moved over forty-five boxes. Previously four or five boxes a week were considered good business in this store.

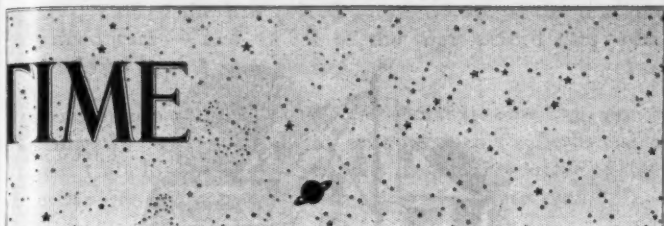
Restriction of units in which merchandise may be secured at a

certain price is another old-time favorite in fruit retailing. A certain market in Chicago puts on, at frequent intervals, sales of oranges, lemons and other fruits at very attractive prices that pertain only to dozen or larger purchases. One of its most successful sales of this type was held recently on lemons. Twenty-five boxes of 360 size lemons were dumped in the window with a large sign announcing, "Fancy Sunkist Lemons 21 Cents Per Dozen Only." No sales were made for less than a dozen and in less than one day's time the entire twenty-five boxes had been sold. Seven hundred and fifty sales in seven hours predicated upon the psychology of saving money by quantity buying. These lemons were priced and sold by the dozen without difficulty because this merchant made it to the advantage of the buyer to purchase in dozen lots.

Why More Fruits Are Not Packaged

There have been many efforts in recent years to package staple fruits—such as oranges and bananas—in small units. With the exception of a few exclusive stores which can handle such packages either from a novelty or gift standpoint, little demand has been developed for them. The reason is simple. The housewife will buy about anything that goes on the table either on its advertised reputation or the dealer's say so, but she wants to see her fresh fruits and vegetables. That has made it possible for exclusive fruit and vegetable stores that buy, feature and display quality, to flourish. Hucksters and peddlers with regular routes thrive because of this opportunity and the grocery store that succeeds today must have, above all, an attractive fruit and vegetable department. Women will shop from store to store for the best looking vegetables and fruits and patronize the man with the best display and the most attractive price.

All the primitive elements of merchandising, bargaining, appeal to the eye and pitting one's judgment against that of the seller, still prevail when the housewife does



TO REACH THE MOST INFLUENTIAL U.S. FAMILIES -- ECONOMICALLY, EFFECTIVELY.

What makes Publishers Rich?

... not new business,
but old business
inexpensively renewed

Any two-fisted selling organization can produce "new business," but it takes more than salesmanship to produce over 80% advertising renewals.

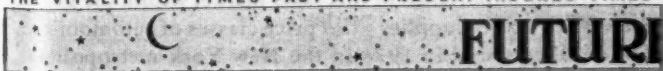
For the last four years, over 80% of all **TIME's** advertisers (using 6 or more columns) have bought **TIME** the following year.

Our three largest accounts will spend more than \$150,000 with **TIME** in 1929. In 1927 they spent less than \$20,000.*

RENEWAL VITALITY

If you can name them, **TIME's Promotion Manager will send you gratis a very beautiful book about the **TIME** idea. If you guess wrong, he will send it anyway. . . . 295 E. 42nd St., N. Y.*

THE VITALITY OF **TIME's** PAST AND PRESENT INSURES **TIME's**





In New York's Greatest Automobile Market

SIXTY-SIX and three-tenths per cent of all motor vehicle registrations in the great New York metropolitan market are in the suburbs and the two residential boroughs of Queens and Richmond.

And this suburban area absorbed 68.7% of all new automobiles sold in the New York market in 1928.

Truly, this suburban area is a *super* market within the world's richest market—immensely potential for the automobile advertiser who plans to sell *more* cars this year than last.

The greater importance of this *super* market within the great New York market, applies to *all* price classes of automobiles. For of all cars sold in 1928 in the New York metropolitan

area, 72% of the low priced cars—67.4% of the medium priced cars — and 56.7% of the high priced cars were absorbed by this *super* market.

Comparison of the last available Federal Income Tax returns shows 19% *gain* in number of returns for this suburban area and 1.4% loss for New York City itself. Every factor of suburban life encourages the ownership of a motor car.

The New York Herald Tribune provides coverage of this *super* market that is virtually a hand-picked prospect list of potential buyers of automobiles; with a minimum waste of circulation. In the area comprising the *super* market, 41.4% of the New York Herald Tribune weekday circulation, and 35.5% of its Sunday circulation, is concentrated—a higher percentage than that of any other New York newspaper.

Automobile advertisers gave pronounced recognition to the New York Herald Tribune's superior coverage and power in this super market by purchasing during the year 1928 a total of 1,201,824 lines of Display Advertising in its columns, an increase of 99,262 lines over 1927.

And again in January and February of 1929, automotive advertisers indicated their faith in the power of this newspaper by purchasing 21,797 more lines than for the same two months period of 1928.

Such increasing indorsement in advertisers' dollars is a safe premise for including the New York Herald Tribune in your campaign for greater automotive sales in 1929.

NEW YORK Herald Tribune

SAN FRANCISCO
Verree & Conklin
681 Market Street

DETROIT
Woodward & Kelly
Fine Arts Building

NEW YORK
225 West 40th Street

CHICAGO
Woodward & Kelly
360 N. Michigan Avenue

BOSTON
Carroll Judson Swan
931 Park Square Bldg.

PHILADELPHIA
Kelly-Smith Company
Atlantic Building

Visibility



The Financial World is compact in form. It has to be to retain the attention of its readers who are too busy to concern themselves with frothy embellishments. The Financial World readers want to know what is happening in the world of finance and business, and they want their news pithy.

Because of its compactness then, every advertisement in The Financial World is assured of good position, instead of being buried in a mass of advertising, frequently competitive. Moreover, every advertisement is placed next to reading matter, in most instance of vital importance to the reader, for it concerns his pocket-book.

Here in The Financial World is a wealthy market of investors, including bankers, financiers, industrial, railroad and public utility executives as well as successful business and professional men and women generally that you will do well to cultivate.

May we send you a "Get Acquainted" copy and full particulars?

10 Points of Advantage

Quality Circulation with Huge Buying Power.

Profound Reader Interest and Confidence.

10,000 Requests for Investment Guidance Every Month.

Comparatively High Price of \$10.00 per Year.

High Percentage (74.93%) of Subscription Renewals.

1,500% Gain in Circulation in Five Years and Growing every week.

Proved Responsiveness to Advertising.

New Format with Modern Typography.

Consistent Renewal of Advertising Contracts Because of Results.

★ Visibility of Every Advertisement.

The FINANCIAL WORLD

America's Investment and Business Weekly

LOUIS GUENTHER, Publisher

53 PARK PLACE, NEW YORK, N. Y.

\$10.00 a year

Established 1902

Member A. B. C.

her daily green goods shopping. She can rely on the word of the manufacturer or dealer on everything else but she has to "know her own vegetables." The same applies to meats to some extent. Perhaps that is one feature that makes produce shopping so interesting to the average woman. It is the only feature of merchandising with the gaming element still left in it. And, to the advantage of the producer of fresh fruits and vegetables, the unit of purchase is steadily being increased where the retailer senses the full merchandising possibilities of such a condition.

G. R. Hanks, President, Republic Motor Truck

G. R. Hanks, president of the Linn Manufacturing Corporation, tractor manufacturing division of the Republic Motor Truck Company, Inc., Alma, Mich., has been elected president of the parent company, succeeding the late O. W. Hayes. T. M. House, formerly Pacific Coast manager of the Republic organization, has been made vice-president in charge of the Alma plant. Joseph A. Bower, of the New York Trust Company, has been elected chairman of the board.

A. W. Schillinger Joins H. L. Stedfeld Company

A. W. Schillinger, formerly president of A. W. Schillinger Associates, Advertising, New York, has joined The H. L. Stedfeld Company, advertising, of that city. He will be in charge of merchandising.

R. D. Rogers, President, Leigh Corporation

Ralph D. Rogers, formerly vice-president of Rogers & Company, Chicago printers, has become president and a partner of The Leigh Corporation, advertising, of that city.

Appoints Cone, Rothenburg & Noe

The Sioux City, Iowa, *Journal* has appointed Cone, Rothenburg & Noe, Inc., publishers' representative, as its national advertising representative.

C. W. Allen, General Manager, Toddy

Charles W. Allen, formerly vice-president and general manager of The Shinola Company, has been made general manager of Toddy, Inc., Rochester, N. Y.

John Smith of Main Street Isn't So Dumb

HIBERNIA BANK & TRUST COMPANY
NEW ORLEANS

Editor of PRINTERS' INK:

Here are my personal thanks for giving first position to Mr. Erickson's able attack on "The Tainted Testimonial." I am genuinely glad that someone has had the courage to stand up in meeting and strike right out from the shoulder against this fool practice which unquestionably is creating in the minds of the general public a serious question mark as to the worthwhileness of advertising.

The manufacturer or his advertising counsel who thinks that Mr. John Smith of Main Street is going to be influenced to buy a shirt or a sock or a cigarette because of the *purchased* testimonial of a famous athlete must be either senile or just plain dumb.

Their's my sentiments!

FRED W. ELLSWORTH,
Vice-President.

"Electric Railway Journal" to Be Published Monthly

Effective with the last issue in March, the *Electric Railway Journal*, New York, will be published as a monthly instead of a weekly, the first appearance of the publication in its new form being the April issue. Thereafter the *Journal* will be issued on the twenty-fifth of each month preceding the date of publication. The *Electric Railway Journal News* will be issued as a weekly news service each Saturday except in those weeks in which the monthly appears.

Appoint Omaha Agency

The Reliance Battery Manufacturing Company, Council Bluffs, Iowa, has appointed The Stanley H. Jack Company, advertising agency, Omaha, Nebr., to direct its advertising account. Newspapers will be used.

This agency has also been appointed to direct the advertising of the Rogers Iron Works Company, Joplin, Mo., manufacturer of mining machinery, and of the Miller Poultry Yards, Hampton, Iowa, baby chicks.

W. G. Many with Cameron Machine Company

William G. Many, formerly managing editor and advertising director of the *Radio Listener's Guide & Call Book*, New York, has joined the Cameron Machine Company, Brooklyn, N. Y., as advertising manager. He was at one time with the *Musical Courier*, New York.

R. N. Barrett Joins McKee & Albright

Ralph N. Barrett, formerly with the Fleischmann Company, New York, in a sales promotion capacity, has joined the staff of McKee & Albright, Philadelphia advertising agency.

What Is the Difference Between a Label and a Trade-Mark?

It Is Important to Know the Distinction Inasmuch as Trade-Mark Rights Are Affected

IN another part of this issue, there is a brief report of a legal tilt between R. H. Macy & Company and the Jantzen Knitting Mills, Inc. One of the disputed points had to do with whether or not a certain label used on its swimming suits by Jantzen is part of its trade-mark or whether it is merely a price tag. Jantzen claims that the label is part of its trade-mark. Macy insists it is nothing more than a label serving the specific purpose of a price tag.

What, then, is the difference between a label and a trade-mark? It is important to know the points that distinguish the two inasmuch as trade-mark rights and privileges may be affected. Perhaps the extracts which follow, taken from a recent decision of the assistant commissioner of patents, may help chart the line of demarcation between the two.

The Payne Coal Company, Inc., had applied for trade-mark registration of a mark consisting of an orange-colored disc bearing the words "Orange Disc." This mark is used to identify the company's coal and the discs are scattered in the loose coal. The examiner of trade-marks at the Patent Office refused registration. His ground was that, "This disc constitutes, in substance, merely a label or tag, and that neither the form nor color of a tag or label, or disc serving the same purpose, may be exclusively appropriated."

In reversing the examiner's decision, the assistant commissioner of patents explained that the examiner appears to have confused the form and color of trade-marks with the form and color of goods. "It is a well settled rule," the assistant commissioner declared, "that there can be no trade-mark in the mere form, size or color of an article used commercially, or the form, size or color of the

package containing it. But," he continued, "color may constitute a valid trade-mark when impressed in a particular design, as was stated by the Supreme Court in *Leschen Rope Co. v. Broderick* (201 U.S. 166).

"In this case, the orange color is impressed in a particular design, viz., a disc."

He then proceeded to discuss the examiner's contention that the mark actually is a label. "It is believed that the examiner is in error," he declared, "in stating that the applicant's mark is merely a label or tag. A label or tag identifies the goods (see *Hopkins on Trade-Marks*, p. 521); a trade-mark identifies the originator or owner of the goods. The applicant's mark does not identify the goods. There is no such thing as orange coal, or disc coal, or orange disc coal.

"The applicant's mark meets every requirement of a valid trade-mark. It is arbitrary and fanciful, and is non-descriptive of the goods. It was originated and appropriated to coal for the purpose of identifying the coal as to its origin or ownership. It could have no other function or effect."

A Simple(?) Rule

The rule, then, for distinguishing between a trade-mark and a label would appear to be a simple one. Does the device identify the goods or does it identify the originator or owner of the goods? Answer that question, declares the assistant commissioner of patents, and you will know whether the device is a label or a trade-mark. It seems likely, however, that many manufacturers who are troubled by this problem will not find that question easy to answer. But that is true of most trade-mark questions—which is what makes the entire subject so fascinating.

REACHES the MOST

The DRY GOODS Merchants Trade JOURNAL offers no premiums... does not sell its subscriptions in connection with any retail services or memberships in retail associations... it collects a higher subscription price per copy than any other dry goods publication.



Yet this publication, sold on its merits *only*, has on its paid subscription list more individual department, general and dry goods stores than any other dry goods publication.

Do not these facts indicate an unusual editorial appeal, and consequently an unusual advertising influence?

DRY GOODS Merchants Trade JOURNAL

Member of A. B. C.
DES MOINES, IOWA

181 Madison Avenue
New York

681 Market Street
San Francisco

1800 Mallers Bldg.
Chicago

Radio Advertising Code of Ethics Adopted

A CODE of ethics to guide material broadcast over the radio was adopted at a meeting, held on March 25, at Chicago, of the National Association of Broadcasters. The code is of special interest to advertisers whose use of radio as an advertising medium will be guided by specific regulations which the code provides.

The first rule agreed upon provides that broadcasting stations prevent the broadcasting of matter which would commonly be regarded as offensive. Members also are warned to guard against broadcasting material which has not been verified, special reference being made to products or services which may be injurious to health.

Regulations covering the use of radio as an advertising medium are the subject of Rules 2, 4, 5 and 6. These caution against permitting the advertising of an article whose merits have not been examined by the broadcaster, or where the financial responsibility and integrity of the advertiser have not been satisfactorily passed upon.

It also is stipulated that all sponsored or paid material must be clearly identified during the course of the program, and that refusal must be given to broadcast any program which the broadcaster knows to be false, deceptive or grossly exaggerated.

Rule 3 prohibits the broadcasting of matter which is barred from the mails as fraudulently deceptive or obscene.

Rule 7 cautions against the use of statements derogatory to other stations, to individuals or to competing producers or services, except where the law specifically provides that the broadcasting station has no right of censorship.

The final section of the code provides that when charges of violation of the code are filed in writing with the managing director or board of directors of the association, the board of directors shall

investigate such charges and notify the accused station of its findings.

Although the question of unfair use of testimonial advertising came up for discussion at the meeting, no action in the matter was taken. Opportunity for discussion was created by Charles S. Clark, director of advertising and education of the National Confectioners Association. Practically without comment the matter was referred to the commercial committee of the broadcasters' association. That the publishers should first deal with whatever problem has been created by the misuse of testimonials seemed to be the consensus of opinion.

The code adopted by the National Association of Broadcasters incorporates many of the regulations stipulated by the code drawn up by the Chicago Better Business Bureau and adopted at a recent meeting of the Chicago Broadcasters' Association. A report on this action was given in **PRINTERS' INK** of March 21.

G. L. Johnson Leaves General Outdoor

George L. Johnson, chairman of the board of directors of the General Outdoor Advertising Company and of Rainbow Luminous Products, Inc., both of New York, has resigned his position with the General Outdoor company in order to devote his entire time to the affairs of the Rainbow company.

T. A. DeWeese to Join Frank Presbrey Company

Truman A. DeWeese, vice-president of the Shredded Wheat Company, Niagara Falls, N. Y., in charge of advertising and publicity, will join the Frank Presbrey Company, New York, advertising agency, on April 1. He has been with the Shredded Wheat company for twenty-five years.

R. R. Dunwody, Jr., to Join Scheerer, Inc.

Robert R. Dunwody, Jr., formerly with George Batten Company, Inc., the New York Times and the Wm. J. Morton Company, will join the New York staff of Scheerer, Inc., newspaper representative, on April 1.

Joins Cone, Rothenburg & Noe

George Rogers has joined the Chicago office of Cone, Rothenburg & Noe, Inc., publishers' representative.

Syracuse is no Problem!

**A. B. C. AUDITORS' REPORTS FOR
YEAR ENDING SEPTEMBER 30, 1928**

show conclusively the dominance of the

SYRACUSE JOURNAL

The last auditor's reports on the Syracuse situation are suggested as a means of arriving at the true conditions.

An inspection thereof will prove that the SYRACUSE JOURNAL has the

largest city	} Circulation
largest suburban	
largest total	
largest home delivered	

of any of the Syracuse daily newspapers.

And The Syracuse Journal has a greater CITY, and a greater SUBURBAN circulation than any of the Syracuse Sunday newspapers—(including a greater City and Suburban home delivered circulation).

National Representatives:

RODNEY E. BOONE

General Manager National Advertising

9 East Fortieth St., New York City

CHICAGO OFFICE:

H. A. KOEHLER

929 Hearst Bldg.

BOSTON OFFICE:

J. J. CREMMEN

5 Winthrop Sq.

DETROIT OFFICE:

FRANKLYN S. PAYNE

2412 Book Tower Bldg.

ROCHESTER OFFICE:

FRED H. DRUEHL

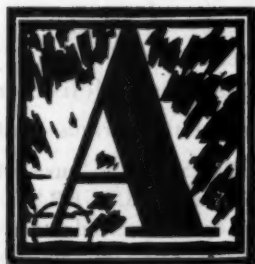
14 Franklin St.

CONGER & MOODY

San Francisco

Los Angeles

*Member International News Service, Universal Service,
Audit Bureau of Circulations and Media Records*



FTER

**the seventh of April
1929 , , , the address of
The ERICKSON CO. Inc.
will be THE NEW YORK
CENTRAL BUILDING ,
230 PARK AVENUE
, , , NEW YORK CITY**





Presenting
Dan Scoates

[FARM MECHANICS EDITOR]

One of Southern Ruralist's Twelve Editors

QUALIFICATIONS

MR. SCOATES, Professor of Agricultural Engineering, Texas Agricultural and Mechanical College. B.S. Iowa State College, Ames, Iowa; A.A. Iowa State College; Former Assistant in Agricultural Engineering, Mississippi Agricultural and Mechanical College; Former President American Society Agricultural Engineers; Chairman College Division Society Agricultural Engineers.

Farm mechanics editorials from his pen are authentic! They are valued beyond estimate in this day of modern power farming. He knows tractors, gang plows, engines, discs, planters—in fact,

he is an authority on all kinds of mechanical farm implements. He knows the part they play in making crops—and making profits. Quite naturally, his writings are exceedingly interesting to Southern farmers. He has been on the staff of Southern Ruralist for over nine years. Hundreds of unsolicited letters from grateful readers attest his popularity. Advertisers with farm products of a mechanical nature will appreciate this type of editorial service. It brings greater reader interest. Such editorial service makes Southern Ruralist a medium of outstanding value—one that will "tell and sell" most profitably.

SOUTHERN RURALIST

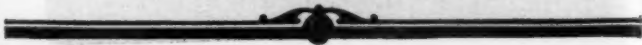
ATLANTA, GEORGIA

NOW OVER 475,000 CIRCULATION

Special Representatives: E. Katz Special Advertising
 Agency—New York, Detroit, Kansas City, Chicago,
 Atlanta, San Francisco



1411 Syndicate Trust Bldg., St. Louis



A Wholesaler Teaches Retailers Store Layout

A Complete Educational Campaign Is Built Around a Model Store

By Charles Ward

President, Francis H. Leggett & Company

THE successful retailer today pays far more attention to the quality of the merchandise he handles, the service he renders, the character of display and the condition of his store than ever before. Competitive conditions are such that the man owning his own store is in a position to buy quality merchandise to as good an advantage as are any of the larger chain outfits. He recognizes also that service is an important element and something for which he can charge within reason.

Probably one of the most important factors in retail success is the question of sales organization as expressed in the general condition of the store and the manner in which merchandise is displayed. It is recognized today by the progressive retail merchant that his store must be modern and attractive if he wants to hold his trade and gain new customers.

As a result of this forward-looking movement and with a desire to help the independent retail grocer, the firm of Francis H. Leggett & Company undertook to go into this matter thoroughly and to lay before the retail grocers of the country the results of their investigations. This work was done through a survey of typical and successful stores throughout the United States. In addition, Leggett sought and obtained the co-

operation of Carl W. Dittman, editor of *The Progressive Grocer*, who had also made a similar study of retail grocery store management throughout the country. To him we are indebted for a great many of the very valuable ideas we gathered together.

THE model store erected at the headquarters of a wholesaler is not a new idea. But the model store of Francis H. Leggett & Company is unusual for at least two reasons:

1. It was built only after the most thorough sort of investigation in the course of which information concerning the most up-to-date methods of retailing was obtained from every conceivable source.

2. After it was erected the company did not stop there. Instead, it used the store as the nucleus of a complete campaign of education directed to retailers and designed to raise the level of their merchandising ability.

We soon found from our survey that it would be altogether impossible to disseminate by letter or printed matter all the information we had gathered together, and so it was decided the only practical way to give the retail merchants full advantage of it would be to build a model store embodying these ideas and then invite the merchants of the country to visit and inspect it and appropriate those ideas, if not all of them, which could be utilized in their

own particular business. So we set up at our general headquarters a modern Premier Market completely stocked, and generally so equipped with modern fixtures and appliances as to attract trade and permit the best type of service. The store is thirty-three feet deep and twenty-five feet wide, with two display windows. Its size and general layout have been found best suited to do a business of approximately \$100,000 per year.

Francis H. Leggett & Company have given very freely of their time and have spent a great deal of money in this work as their contribution to help the progressive

independent retail grocer to go ahead. Naturally they hope that retailers everywhere will profit by it, and they frankly state that they hope themselves to benefit through creating bigger and better merchants in the retail grocery field.

Their plans of store display and

We plan to make such meetings a regular part of our sales plan. Since the first gathering we have shown the store to a number of retailers and are inducing groups of grocers to come to the office each week.

In addition, we are mailing 30,-



Front of Demonstration Store Set Up by the Leggett Company in Its New York Warehouse as a Model Standardized Merchandising Plan Which Was Tested in a Survey of 175 Stores

management have been contributed to by the manufacturers of various kinds of store equipment who have helped generously to make this the most practical store of its kind that brains and experience could put together. The result is that anybody stepping through the door of the store finds himself in a modern, completely equipped and scientifically arranged grocery store.

Our first presentation of the store to the retailer was made by means of a gathering of 175 executives of retail grocery associations in the metropolitan area of New York City. These men were brought to our offices, were shown through the store, had everything explained to them, were asked to put questions to us and invited to pick flaws in the plan, and then presented with a booklet, "How To Sell More Groceries," to which I shall refer to again in a moment.

000 copies of "How To Sell More Groceries" to our retail customers and have instructed our salesmen to do all in their power to create interest among their customers. We hope eventually to distribute 100,000 copies of the book.

It has always been one of our policies to make our salesmen something far different from the average conception of the wholesale grocery salesman. In our booklet we reproduce the picture of one of our salesmen with the text, "The Premier representative is more than a salesman. He comes to you with practical, profitable ideas for greater sales and more profits. Premier representatives have all been trained in the work of the Modern Premier market. They come to you armed with expert knowledge and want to help you increase sales and profits. Let them help you!"

"The next time the Premier man

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ATLA

Who Is Responsible?

NO one who keeps abreast of World's Work can question that it is meeting the new interest of important people and attracting to its readership more and more of the leaders in every field of human endeavor.

Here is an analysis of World's Work readership by occupation and responsibility as brought out by a recent investigation:

42% of its readership is in the high executive and business ownership group: bankers, merchants, manufacturers, wholesalers, and the important executive officials of business enterprises of every kind.

33% of its circulation is among lawyers, engineers, architects, officials, clergymen, officers and officials in government service, writers and librarians.

10% of its circulation is among educators, university professors, superintendents of schools, teachers (men and women), students.

10% of its circulation is among minor executives, accountants, cashiers, office managers, foremen, clerks.

5 % of its circulation is among farmers and people of miscellaneous callings too diversified to enumerate.

More than 90% of its audience is among the doers of the work of the world!

WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Avenue

BOSTON: Park Square Building
ATLANTA: Glenn Building

CHICAGO: Peoples Gas Bldg.
SANTA BARBARA, CAL.

calls ask him any questions about the things you have read in this book. He will be glad to answer them or refer them to headquarters."

In this way we plan to make our salesmen an integral part of our efforts to help the independent.

In addition to the booklet, which is really a manual of grocery merchandising, we are inaugurating a supplementary service that is sent to our grocery customers at periodic intervals. This will include the latest information concerning various phases of store management and also any new discoveries that we may have made in our laboratory store.

The booklet and the supplementary bulletins will be sent to our customers regardless of whether they have been in the store or not, although, of course, we want as many of our retailers to visit the store as possible. However, our distribution is so large that it will be impossible for many of them to come to examine the store and for this reason we have made the booklet as complete as we can.

On the first page of our booklet, which I shall refer to hereafter as a manual, which it really is, we tell the grocer why we have built the model store. We say:

What's the matter with the grocery business? Competition? That's what everybody says! But the fact is that of all actual failures reported only 1.1 per cent are due to Old Man Competition but 34.6 are due to incompetence! All other failures are brought on by sickness, lack of capital, etc.

Now, that does not mean grocers don't know their jobs. The trouble, we think, is that they know them too well and have gotten themselves into a rut.

It is not enough just to be a good grocer. To meet present-day conditions you have got to be a cracker-jack merchandising man, advertising man, sales promotion man, display expert, efficiency expert, and perhaps a bit of a statistician, too!

Of course, it isn't quite as serious as that, but the modern retail grocer must be more than just a grocer.

"How can I get that way?" you say. "My work at the store keeps me busy ten to twelve hours a day, and I never heard of any school teaching the grocery business." Of course not.

Francis H. Leggett & Company, realizing the conditions, have dedicated the Modern Premier Market, a clearing house of ideas, to the retail store.

This explains our reason for in-

augurating this store and also outlines pretty clearly what we believe to be the true situation.

The first section of the manual is headed "Display" and here we deal with the question of open display. We say, "Your store is a stage. You are the stage manager." Then we emphasize the idea of stage management in increasing sales. We point out that the proper stage management has been found to increase grocery sales on an average of 20 per cent wherever it is tried and in some stores has increased them as high as 50 per cent. These facts were compiled by expert observers from a check-up of 175 grocery stores located in all parts of the United States and we emphasize this fact in the manual. We present actual tables of sales increases in various lines where proper stage management has been introduced.

We then lead into the question of open display and show why the modern grocery store is doing away with the old fashioned counter which keeps the customer away from the things she wants to buy.

We have tried not to slight a single factor in demonstrating the success of open display. We start from the store side, pointing out the importance of a good illuminated sign which advertises the store at night as well as by day. We then point out the importance of good window displays which emphasize one product and therefore concentrate the attention. We further show that the best displays are those which allow the customer to look beyond the display and into the store. We emphasize good lighting and the proper color to use in painting the walls.

We then review the subject of the proper height for the shelves, seven feet being the correct height for side wall shelving and not more than forty-two inches for floor cases. Finally we show the importance of having prices plainly marked on everything.

We summarize this section in the following paragraphs:

To sum up the stage management of open display we find that it accomplishes the following important results:

A Rainbow at the Golden Gate

Color, color—in limitless tints and harmonies—striking, attention compelling—for *your* message to prosperous, eager San Francisco!

The Saturday CALL—with the only evening color magazine section on the Pacific Coast, and the only 5-cent evening edition—has a larger circulation than any Northern California evening competitor selling at 2 or 3 cents.

A 50 per cent increase in color pages during 1928 is proof conclusive that *this* rainbow harbors a *real* pot of gold for alert advertisers!

Rates include color plates



One of the 28 HEARST NEWSPAPERS read
by more than twenty million people

NEW YORK
Herbert W. Moloney
342 Madison Avenue

CHICAGO
John H. Lederer
910 Hearst Building

LOS ANGELES
Karl J. Shull
Transportation Bldg.

Member of International News Service

Member of Associated Press

Member of Audit Bureau of Circulations

CINCINNATI IS ON THE BORDERLINE

**OHIO
KENTUCKY
PLUS
INDIANA**



THREE states have membership in the "Cincinnati Household"—Ohio, Kentucky and Indiana.

Because Cincinnati is the dominant commercial center of rich sections of these three states, Cincinnati's leading wholesalers and retailers profitably direct their merchandising activities in accordance with this geographic "set up."

Based on actual sales records, 116 of Cincinnati's foremost business houses have drawn the boundaries of Cincinnati's actual trading territory—

THE O K MARKET

THE CINCINNATI POST

**CHICAGO
DETROIT DALLAS
SAN FRANCISCO**

NATIONAL ADVERTISING PART

250 Park Avenue New York

DE LINES OF THREE STATES

Post Circulation in The O K Market Exceeds 161,000

THE national advertiser now buys Post circulation to fit his selling plan.

The Post's circulation in the O K MARKET is the greatest coverage of Cincinnati's actual trading territory at the lowest cost.

. . . Purchasable at a rate lower than that of Post total circulation, 200,316 (A.B.C.).

These optional plans of Post advertising—figured from any angle—makes The Post Cincinnati's most economical national advertising buy.

Write The Post for details.

AT POST

ERTIS DEPARTMENT

Avenue New York City



SCRIPPS-HOWARD

MEMBER
AUDIT
BUREAU OF
CIRCULATIONS

LOS ANGELES
ATLANTA
PHILADELPHIA

1. It sells more groceries—an average of 20 per cent more in all stores studied, and as much as 50 per cent in some.

2. It sells proportionately more high-profit merchandise.

3. It does this automatically.

4. It reduces work for the merchant and his clerks.

We have found that its main feature is to let customers examine and handle merchandise for themselves and thus sell themselves more of it, but that it includes other features of good "stage management" such as the following:

1. Getting more new customers by attracting them by night as well as by day. This is done by illuminated signs and displays.

2. Attracting more people into the store during shopping hours. This is done by attractive window displays, by letting them see into the whole store and by plenty of light, cleanliness, neatness and freedom from crowded appearance.

3. Making more sales to people after they enter by open display, by clean, sweet-smelling atmosphere, by letting them see merchandise wherever they look, by letting them actually handle the goods, and by displaying prices on everything.

The next question to consider is how to arrange the store so as to take fullest advantage of open display. That is the subject of the next chapter.

Section 2 is entitled, "Layout. The Mechanics of Open Display." Here we plunge into the technical details of store layout. For the purposes of this article I shall merely summarize some of the high points briefly. On pages 24 and 25 of the manual we have drawn a perspective look-down view on the Modern Premier Market, showing the location of each unit in the store as well as the location of the various products.

With this black and white layout before him, the average grocer can get a very clear idea of good store arrangement. In the text, we deal with the reasons why each department is placed as it is. For instance, we show why the cash register, split stock section, wrapping counters, and so forth, are put at the back of the store.

It is interesting to note that in our first meeting with retailers an argument developed over the location of the cash register, some of the retailers maintaining that in a one-man store the fact that the clerk had his back to the store while making change might en-

courage pilfering. I mention this merely as an evidence of the great interest shown by the retailers who have visited the store in really minor points of arrangement.

Perhaps a few paragraphs chosen from this section of the book will give an idea of how we present this material:

Note again the location of the cash register, the scales, and the wrapping counters.

These represent the center of activity. Making change, wrapping purchases, weighing bulk goods center here.

As far as the time and labor of you and your clerks are concerned this is the center of activity. You have to make change, you have to weigh bulk goods, you have to wrap up purchases.

So you don't do one of these necessary things in one place and another somewhere else. That would mean useless steps. You center them all in one place.

Now note that the arrangement of the store has been designed to take you and your clerks away from there as little as possible.

Within easy reach are the demand goods—goods which do not lend themselves to profitable display and on which the profit is small. The further you go away from the center of activity the slower-moving but more highly profitable is the merchandise.

You make the longest trip frequently, but when you do, it gives you the biggest profit.

At the center of activity is also located what is known as the split stock section. This is comprised of a line of the fastest moving articles in the store. These articles are located, of course, for display and ordinary sales purposes elsewhere in their allotted places among the stock on the shelves of the store, but are carried here as well because the grocer knows that he will be called on for these items daily (such as canned corn, peas, pineapple, catsup, etc.) and thereby saves himself many steps in not having to walk around the store for them.

Wherever possible, all orders for delivery should be filled from store-room stock rather than from the shelves of the store, thus saving time and labor. Otherwise fill from split stock section.

In this connection, a large phone order such as might be expected from a customer at least once a week was filled in three minutes using the split stock section, whereas the time consumed by the clerk in walking to the various shelves to fill the order was more than four minutes or a difference of over a minute. At the rate of fifty or sixty such orders a day, it can be readily seen that the split stock section is a most valuable saver of your time and your clerk's time.

It is in this way that we decide each factor in proper store arrangement. I may point out that fre-

quently we emphasize the idea that what we are presenting are facts and not theories. For instance, in discussing the question of filling orders we show how under actual conditions a twenty-one item order was completed in three minutes.

Section 3 is entitled, "Know Your Groceries." Here we show how important it is for the grocer and his clerk to know the stock and to know how to sell it.

The rest of the manual is devoted to Premier items sold by us. We not only describe these items and picture them, but also tell the grocer how to sell them. At first sight this might seem to be a wholly selfish idea on our part. We must admit that we are primarily interested in selling Premier products but this section of the manual is so handled as to be not merely a catalog; rather it is a catalog of selling ideas for Premier products. When you consider the fact that with our products we can furnish a large percentage of the merchandise which goes into the store, you will see that although this section of the manual may emphasize our name it is basically as helpful as any other section of the book.

A Help to the Independent Grocer

It is our belief that in the Modern Premier Market we have started something which should be of great help to the independent grocer. It takes his mind off the factor of price as being the sole and all-important consideration, showing him that it is but incidental. It puts the emphasis where it belongs, upon store arrangement and the type and quality of merchandise carried. He can have a store as scientifically arranged as any other in the country, be it chain or independent, and he will find himself able not only to compete successfully in the matter of price for quality merchandise but also to handle as leaders some staples which everyone knows carry little or no profit.

We believe that our investment in the Modern Premier Market will return dividends many times over. Not only does it serve as

an excellent example to grocers of what a proper store should be, but it also gives us an opportunity to test out under actual merchandising conditions the newest thoughts in retail selling.

Information on Stunt Advertising for Those Who Want It

FEDERAL ADVERTISING AGENCY
LIMITED

LONDON, ONT., MAR. 15, 1929.

Editor of PRINTERS' INK:

Thank you very much indeed for your information on "stunt advertising," for which we wired you yesterday.

We were, as you have gathered, in rather a rush for this data, and certainly appreciate your sending a special delivery letter enclosing them. This eclipses even your usual good service.

We are sure the references you gave us will be of much assistance to us, and again, please accept our very best thanks.

FEDERAL ADVERTISING AGENCY, LTD.

American Bosch Magneto Reports Sales and Profits

The American Bosch Magneto Corporation, Springfield, Mass., reports net sales for the year ended December 31, 1928, of \$13,446,178, compared with \$7,975,026 for 1927. Net income for 1928 after charges and Federal taxes, was \$1,040,255, against \$469,175 for 1927, while cost of sales, including depreciation and charges, was \$12,405,922 for 1928, compared with \$6,199,441 for 1927.

Fur Specialty Account to Alfred J. Silberstein

J. Laskin & Sons, Inc., Milwaukee, Wis., creator of fur specialties, has placed its advertising account with Alfred J. Silberstein, Inc., New York advertising agency. An advertising campaign will be conducted in magazines on "Laskinlamb" and other fur products.

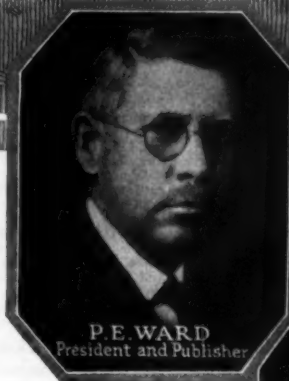
Death of Henry E. Millar

Henry E. Millar, president of the Henry E. Millar Company, Los Angeles advertising agency, died recently at that city. He was a charter member of the Advertising Club of Los Angeles and had served for two years as chairman of the Los Angeles chapter of the Pacific Advertising Agencies Association.

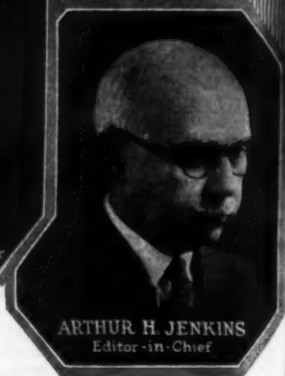
Educational Journals Merge

The *Journal of Commercial Education*, Philadelphia, has been purchased by the Haire Publishing Company, New York, publisher of the *Business School Journal*. The two publications have been merged, starting with the March issue.

Making a Magazine



P. E. WARD
President and Publisher



ARTHUR H. JENKINS
Editor-in-Chief

Changes in rural life are taking place on such a great scale and with such lightning speed that it is not exaggeration to speak of them as "revolutionary." The farmer's contact with the world has completely changed within ten years. Instead of thinking and living locally, he now shares all phases of our national life.

The telephone, good roads, the automobile, motion pictures—and now the radio—have literally destroyed isolation in the country. The better class farm family is listening to WJZ, WOR, KYW or KFI every night, the same as the city family.

City and country people are mingling motorly and mentally. The results are beyond realization except to the publisher and editor who lives with his readers.

The Farm Journal's staff, including publisher, editors,

What People Like!



and contributors, are recognized leaders as well as authorities in their fields.

Alive to the new age, interpreting the great changes, The Farm Journal organization is adding new publishing laurels to a record long famous for reaching the minds and hearts of the people.

Over 1,400,000 Responsive Circulation

The NATIONAL Farm Journal

WASHINGTON SQUARE, PHILADELPHIA

25 Additional Reasons Why Advertising Should Be Continuous

Pithy Paragraphs from "Printers' Ink" Articles Which Emphasize One of the Most Important Points in Advertising

THE JACOBSEN PUBLISHING COMPANY
CHICAGO, ILL.

Editor of PRINTERS' INK:

We have in our possession a reprint of the article entitled "39 Reasons Why Advertising Should Be Continuous," which appeared in your issue of August 25, 1927. We are writing to know if you have any more of these reprints on hand. If you have, we should like you to tell us the cost of 500.

If you cannot supply these, will you give us permission to reprint this article at our expense if we give you credit for same?

Thanking you for an early reply, we are

THE JACOBSEN PUBLISHING CO.

THE thirty-nine reasons why advertising should proceed without interruption were compiled by one of our readers after consulting the files of the PRINTERS' INK Publications. He did this in order to be provided with a quick résumé of the cumulative effects of advertising. After he had completed his compilation it occurred to him that the list might be as valuable to others as it was to him and at his suggestion it was printed.

To bring the list up to date, we have culled from recent issues twenty-five additional reasons why advertising should be continuous. They are reprinted herewith:

1. Advertising must, or should be to business what the balance wheel is to the engine. If properly used, it can be a reliable factor in stabilizing the peaks and depressions of business.

2. William Wrigley said: "It is true enough that millions and millions of people buy and like, my gum, and that advertising is not going to induce them to buy substantially more than they are buying now. When I started to advertise, the object was to get them to buy, and like, this gum; and I advertise now to keep them constantly reminded that they buy Wrigley's gum and that they like it. If I should proceed with a lesser advertising program my sales would dwindle in proportion.

If I should stop advertising entirely and depend upon the momentum that already has been created, the chances are I soon would be a very small factor in the gum business if not out of it entirely."

3. One of the most valuable products of advertising is its cumulative power and a short-lived campaign dies of its own accord just when the advertising is getting a lifting grasp on its burden.

4. Matthew S. Sloan, when he was president of the Brooklyn Edison Company, said: "Don't forget the people who made you in the days of your prosperity. They can break you."

5. The late William Hamlin Childs, creator of Bon Ami, Barrett Roofing and Tarvia, said: "Take a five-year look before you leap. The first two years are years of preparation and investment. The third and fourth years may show some slight increment and impetus, but it is often not until the end of the fifth year that the maker of a good product begins to feel the full results of his patience and persistence in advertising."

6. On special occasions, a splurge can be made to accomplish its object and serve a good purpose. However, on the average, whether operating under high, medium or low pressure, it is the sustained effort, the steady pull that counts.

7. An order cutting down advertising effort is notice in advance that a period of undisturbed and restful calm is expected by the management. No need to rush about after prospects—here comes a period of comforting repose.

8. The manufacturers whose success today appears so solid that nothing can affect it have attained that happy state because of two main reasons. They are never satisfied with their product and constantly improve it with the change

and growth of the people who buy it. The second reason is that their advertising task is never done.

9. Advertising needs time—as well as money and nutritious methods. And perhaps its greatest weakness is this need of time. But if so, then its greatest weakness is its greatest strength.

10. The way to make money by using advertising is to use it—not to fiddle with it.

11. W. W. Galbreath, president of the Youngstown Pressed Steel Company, said: "If your product has merit, if your policy is sound, if you will tell your story to your prospective customers, and if you will continue to tell it long enough, you are bound to succeed."

12. Despite market conditions, regardless of established brands, if you can offer the public real value you are certain to get your share of the market if you keep telling them your story over and over again until they look, read and believe.

13. Repetition is the greatest power in advertising today.

14. W. M. Walsh, merchandise manager of the Connecticut Light & Power Co. of Hartford, said: "Periodic advertising is comparable to an engineer letting his fire go out."

15. "In my estimation," said Herbert F. Johnson, president of S. C. Johnson & Son, Racine, Wis., "a great business is morally obligated to keep its people steadily at work. It cannot do this desirable thing unless it can keep its sales on a reasonably even basis. The reason sales are not kept that way more than they are is that advertising too often follows the line of least resistance. If it were applied steadily on a prescribed pattern, over a sufficiently long period, and if sales efforts were used to overcome inertia at certain seasons, the situation would be vastly improved. Selling would be less jerky, production naturally would proceed in the same way, and more men would have jobs all the year."

16. There are two major kinds of advertising campaigns which can be put behind a worthwhile proposition—an adequate campaign

and an inadequate campaign. The inadequate campaign is plainly a waste of money to the advertiser and creates a mighty unwholesome condition for the retailer who is caught with some of that merchandise.

17. There is no situation as dangerous as that of the advertiser who has arrived and sits back to enjoy his well-earned days of business ease.

18. Advertising momentum is like that of a long freight train. Once the train is under way it speeds along merrily, but let its speed dwindle just before it reaches steep grades and the engine wheels are apt to spin around while the train remains motionless.

19. A manufacturer's self-satisfaction grew until he believed that his entire advertising appropriation could be dispensed with at a big saving to himself. A live competitor saw the opening, and before the manufacturer had awakened to the changed condition of affairs, had completely captured the market.

20. If concerns started advertising and stopped, and started and stopped, a sufficient number of times, its effectiveness could be established. Such a procedure would hardly be practical. Advertising has to be adopted on principle and adhered to because of one's confidence in its effectiveness.

21. The consistent advertiser has no cause to worry lest sales be lost in the vacation period. His sales are merely shifted from one locality to another. It is the spasmodic advertiser and the non-advertiser who lose summer sales to the manufacturer whose merchandise has greater availability because it has been consistently advertised.

22. P. M. Boggs, vice-president, Canada Dry Ginger Ale, Inc., said: "If you want to sell the year round, you must advertise the year round. It takes more courage, in my opinion, to pursue this policy than it does to make the decision that your business is going to be a year round seller."

23. The advertiser who clings close to a sound, co-ordinated plan

Do you
see what
this means
to your
Business?

FARM LIFE
SPENCER, IND.
T. W. LeQuatte,
Publisher
New York Office:
50 East 42nd St.
Chicago Office:
35 E. Wacker Drive

Farm

MORE THAN 1,000,000 CIRCULATION—OBTAINABLE

A
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inte
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Life
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Extra Session of Congress April 15th

AN extra session of Congress will meet April 15th to deal with the Farm Problem. This will be the matter of chief interest to farmers throughout the country during the coming months.

Farm Life will report the proceedings of Congress completely. The normally high reader-interest of the more than one million regular readers of this publication will *leap*!

Since reader-response to advertising is so largely dependent upon a publication's reader-interest, you will undoubtedly see in this situation a splendid chance to advertise your business most effectively.

In fact, with the solution of the Farm Problem uppermost this summer, enlarged, dominant, continuous advertising in Farm Life from now on should work to your immediate profit.



Life

AS A WHOLE OR IN SECTIONS

is insuring the success of every preceding effort while those who jump from idea to idea and medium to medium are futilely trying to pinch hit while the bases are continuously empty.

24. Advertisers are prone to forget that a considerable percentage of the average appropriation is necessary as a resistive factor to prevent competitive advertising from taking away their present customers.

25. All that advertising can be hoped to do is to maintain present volume. Discontinue it and your business will go to the bow wows—continue your present appropriation and your volume will remain relatively stationary, growing with the normal increase of our population. You must increase your advertising if you hope to boost your sales volume.

PRINTERS' INK is reprinting separately these twenty-five "to the point" statements together with the thirty-nine previously mentioned. This makes a total of sixty-four little statements, each containing a story which can be used effectively to emphasize one of the most important points in advertising—continuity. We will be very glad to supply readers with a limited number of these reprints while the supply lasts.—[Ed. PRINTERS' INK.]

R. L. Huehne, General Superintendent, Manz Corporation

R. L. Huehne, at one time director of color printing for Montgomery Ward & Company, and more recently with the Claybourn Process Company, Milwaukee, has been appointed general superintendent of the Manz Corporation, Chicago, producer of direct mail.

Lucien Bruillette with David H. Colcord Agency

Lucien Bruillette, formerly with The Irwin L. Rosenberg Company, Chicago advertising agency, has joined the staff of David H. Colcord, Inc., advertising agency, also of Chicago.

R. L. Hooker to Join "Photoplay Magazine"

Robert L. Hooker will join the advertising staff of *Photoplay Magazine*, New York, on April 1. He is a member of the advertising department of *The Forum*, of that city.

Chain-Store Growth 12 Per Cent in 1928

Chain-store organizations added 6,876 units during the last six months of 1928, according to a survey by the Chain Store Research Bureau. During the first half of the year, about 6,230 units were added and the expansion rate during that period was 7 per cent ahead of 1927. In the last six months of 1928 openings kept up to the same percentage, aggregating for the year 13,108 units, or 12.2 per cent of the total chain-store units operated at the beginning of the year.

Anyone Else Want to Know about Humor in Advertising?

BLAKE, MOFFITT & TOWNE
SAN FRANCISCO

Editor of PRINTERS' INK:

We wish to thank you for your letter of February 26 and for the comprehensive list of articles on humor which you compiled for us.

This bibliography has proved of real value the short time we have had it.

BLAKE, MOFFITT & TOWNE.

C. S. McCracken Joins "Ohio Motorist"

Charles S. McCracken has been appointed Cleveland business manager of the *Ohio Motorist*. He was recently manager of the sales and research department of The John S. King Company, Inc., Cleveland advertising agency.

New Accounts for Hammel Agency

The Hammel Advertising Corporation, Los Angeles, has been appointed to direct the advertising accounts of Hollywood Dry, Inc., ginger ale, and the Continental Air Express, both of that city.

W. T. Grant Reports Gain in Net Income

The W. T. Grant Company reports, for the year ended January 31, a net income, after charges and Federal taxes, of \$2,759,750, against \$2,329,455, for the previous year.

E. A. Batchelor with Advertisers, Inc.

E. A. Batchelor has resigned as managing editor of the "Detroit Athletic Club News" to join Advertisers, Inc., of that city. He is succeeded by George W. Stark.

Gabriel Snubber Appointments

H. D. Kinnear is now with the Detroit office of the Gabriel Snubber Manufacturing Company, in charge of factory sales. Frank L. Grant is working on factory sales at the Cleveland office.

The Sales and Advertising Problems of Mergers

It Is Only on Rare Occasions That Sales Costs Are Reduced Radically

By William L. Day

Vice-President, J. Walter Thompson Company

MORE and more the thinking of American manufacturers is turning to the merger as a remedy for destructive competition caused by over-production. Bankers, because of the success of many large mergers made during the past ten years, are busily engaged in splicing Mr. Jones' business upon that of Mr. Smith in the famous (or to-be-famous) Jones-Smith Corporation.

Practically, the merger represents no more than another quite logical step in the transition of business organization from the entirely individual form through the dual partnership, the multiple partnership, the corporation,—a transition which can be traced clearly enough throughout commercial history in all nations and ages. As civilization becomes more complex and as distance lessens under pressure of the modern inventions which increase facility for transacting business and decrease the time consumed in the transport of goods, the business unit must assuredly increase in size and power if it is to be at all comparable with its opportunity.

In biology we have a similar transition from the single-celled amoeba to the multiple celled human being—and an equally clear parallel in the high degree of specialization with which certain groups of human cells are endowed. The form which business shall assume is inevitably regulated by the forces which shape opportunity, just as the evolution of the human being was shaped by forces favorable to that evolution. If this premise be granted the merger becomes, not a cure-all for basic business evils nor a phenom-

enon of supernatural importance, but simply a step by which commerce keeps pace with a world shrinking in time and distance and rapidly increasing in population and the varied wants of human beings.

In the same way the present so-called high costs of manufacturing and distribution are caused by the increased scope of business operations. Within the last fifty years, business has advanced from an operation limited in many fields to a single town or city to national and international significance. A similar advance in cost and complexity of control is seen in military operations. Where once a small percentage of a nation, trained as fighting men, conducted a war almost independently of the remainder of that nation, we now have wars of such wide ramifications and such fundamental importance that no individual may escape some form of service and no business avoid entanglement.

In our present case, an effective solution may lie in putting two or more businesses together in a merger which is expected to reduce manufacturing costs so greatly as to gain greater profits, or to afford opportunity for buying raw materials more advantageously, or to stabilize finance and reduce overhead, or to consolidate sales work and advertising so as to reduce these costs.

Keeping these fundamentals in mind, it is rather remarkable, in examining such mergers as are most prominent among nationally advertised commodities, to discover that seldom are all of the factors above-mentioned satisfied by the merger; and that rarely is the desideratum of reduced sales cost affected radically.

Nor is the reduction of sales cost apparently the chief objec-

Reprinted from the March issue of "The J. Walter Thompson News Bulletin."

These midwest far

THE big-business farmers—the power farmers who operate on a large scale are located in the great Midwest. Their farms are two hundred, five hundred, even a thousand acres. Large farms are the rule—not the exception—in the great Midwest.



Hence, their operators must be good business men—with a capital investment, in many instances, running into thousands of dollars. These Midwest farmers are in reality large scale manufacturers of such necessities as wheat, meat, milk, corn, which they sell in enormous quantities all over the world.



Like other big business men, the Midwest farmers are interested in quick and profitable turnover of their products. And to secure this, they must know their markets, the buying habits of their customers,—because the success of large scale

*Sell this
territory
thru*

Capper's

PUBLISHED IN TOPEKA, KANSAS, b

ARTHUR

es farmers are large scale manufacturers

operations rests with producing items which sell—and sell quickly.

Consequently, these Midwest farmers must apply modern methods in their large farm operations. Methods which step up production and cut down costs. Many of them handle all their farm work by mechanical means alone—tractors, combines, trucks and electric power.

Furthermore, the Midwest farmers live on exactly the same plane and style as the big business men in the city. Their homes have all the modern conveniences. Their monthly bill for household necessities is just as large as the successful city man's. Their families own, in many instances, a second car and go to town to buy the same advertised articles which urban people buy.

That Capper's Farmer is the recognized advertising medium for this rich and prosperous territory is evidenced by the last three issues of this publication. The February, March and April issues were the largest in the history of Capper's Farmer. Their gain in advertising is the best in the national farm field.

M. L. CROWTHER
Advertising Manager
Graybar Building
New York City

s Farmer

S, b ARTHUR CAPPER :: Circulation Over 860,000

Groups Buying Power

Extension Magazine reaches and influences the managements of 10,719 parochial schools, colleges, seminaries, hospitals, convents, etc. A mammoth purchasing power for almost all varieties of products.

Add to this a consumer market of 330,000 homes and you have an ideal testing ground for your product. Write for particulars.

Extension Magazine

ROBERT P. O'BRIEN
Advertising Director

180 North Wabash Avenue
Chicago, Ill.

WILLIAMSON & BRADBURN
Eastern Representatives
171 Madison Avenue
New York City

tive of most mergers. In one of the most prominent mergers, accomplished years ago in the motor car field, finance, purchasing power and production have been greatly economized, but sales and advertising proceed much as if no merger existed. In the light of the fact that distribution costs in the motor car field are attracting attention, and that production costs have already been lowered so greatly as to make the modern car, even at its present price, a marvel of manufacturing efficiency, how shall we regard the merger? Superficial thinking might say that unless the merger offers quickly a solution for the grave sales-cost problem it has failed in its purpose. On the other hand no product in the luxury class, so far as cost is concerned, enjoys such imperative demand from the public as the motor car, and much of that demand must undoubtedly be attributed to the energetic and large use of advertising by the motor car manufacturers and retailers. It might conceivably be very disastrous to restrict such enterprise. It may be wise to seek the benefits of such a merger in the other ends to be attained.

You Can't Merge Good-Will

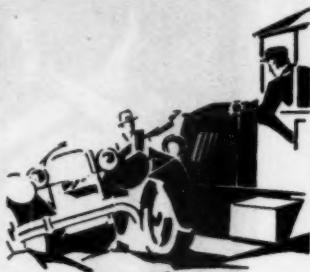
Another answer might be: We can merge today everything but public good-will. That we must buy separately and slowly, bit by bit, for each unit in the merged line. If two motor cars are financially, productionally and purchasingly merged they must still be separate entities so far as selling, dealer distribution and advertising are concerned. Such an answer, at any rate, can be given for the present status of the motor car merger.

In other fields we see mergers of dissimilar products. Many of these mergers can and do affect vitally and favorably the financial and producing mechanisms of the companies. But how few can we count in which the selling can be so favorably affected! We have numerous examples of large mergers that still retain several different sales forces, conduct numerous sales campaigns—sometimes almost com-

etitive within their own organization—and these companies, undebly successful as mergers of the present day, have as yet achieved solution for the distribution of which so many manufacturing fields are complaining.

the investing public one of the most sinister facts about some mergers between companies both of which were formerly national advertisers may lie in a reduction of the total volume of advertising for the products. Such sales-cost reduction, in the thinking of some financiers, follows naturally in the train of reduced manufacturing and other costs. To their view if the merger is good for manufacturing and purchasing efficiency it should also be good for a reduction of sales cost. In many of these cases sales operations per se should not be reduced and should even be increased—a fact by no means so easily explained. The real truth about most advertising campaigns is that they have generally been financially inadequate to the broad job of educating so great a public as America offers. The entire burden of all national advertising in all forms upon the public of America is a trifle as compared with State and national Government tax burdens; with the sums spent for other forms of public education; and even with the sums spent by the public for what must be reckoned trivial amusement. Is it really economy for industry to accept profits today which are borrowed from the foundation work for the sales of tomorrow? Shall the vastly great financial and manufacturing economies of merged industries demand relatively petty savings from the advertising? Or shall mergers accept the great opportunity for increased educational advertising and adequate national selling afforded by the merger, and achieve economy by competing more and more actively for the market?

Mergers are, in the last analysis, only a banding together of various sorts of strength to make one still stronger unit. The problem of industry has been adequate education of the public. Certainly it is true that a broad-gauge attitude on this



CRASH !...

**THERE GOES
ANOTHER
FENDER !**

Traffic jams...careless drivers...crumpled fenders. One of our clients developed a line of tools to aid garage men in repairing damaged fenders. We prepared and placed suitable advertising. The business grew to profitable volume overnight. Maybe there is a neglected market in your field which we can help you cultivate.

**THE
MANTERNACH
COMPANY**
Advertising



**55 ALLYN STREET
HARTFORD, CONNECTICUT**



Like a DOUBLE-JOINTED MAN

...the clasp of this envelope bends and twists, and bends without breaking

THE clasp of the Improved Columbian Clasp Envelope is like a contortionist. It twists and bends until you think it must surely break—but it doesn't.

Lift up its prongs of malleable metal. Flatten them down again and again. Twist them. Bend them. You'll find that you've a

job on your hands if you want to break them. Try to twist the clasp loose from its firm anchorage. Almost impossible. No chance of its tearing out of the mails, and letting your mailings spill out of the envelope.

Be sure that your next lot of booklets, catalogs or other mailings "get there" safely. Specify "Improved Columbian Clasp Envelopes" to your printer or stationer. He has them in stock sizes.

UNITED STATES
ENVELOPE CO.
The world's largest
manufacturers of
SPRINGFIELD
MASSACHUSETTS
With thirteen manufacturing
divisions covering
the country

COLUM

BEFORE USING! Only after it has passed chemical tests, and the absolute accuracy of a whole battery of precision instruments, can the stock from which the Improved Columbian Clasp Envelope is made prove that it meets our unvarying high standards.



THE IMPROVED COLUMBIAN CLASP NO. 90
 PAT. JAN. 7, 1910
 THE UNITED STATES ENVELOPE CO., SPRINGFIELD, MASS.

**Seven
 Reasons why
 the Improved Co-
 lumbian Clasp En-
 velope is the standard**

1. Made from extremely tough, flexible stock.
2. 32 stock sizes, to fit practically any job without making to order.
3. Clasp of malleable metal that resists breaking.
4. Clasp anchored to envelope at four points through double thickness of paper.
5. Hole in flap reinforced with fibre-tough patch. Lines up with clasp every time. Inspection at factory makes this certain.
6. Identified by name "Improved Columbian Clasp," and size number printed on lower flap of each envelope.
7. "Scotch seams"—they never give.

**UNITED STATES
 ENVELOPE COMPANY**

The world's largest manufacturers of envelopes

**SPRINGFIELD,
 MASSACHUSETTS**

With thirteen manufacturing divisions covering the country

Improved
COLUMBIAN CLASP ENVELOPES

5,300 U. S. Golf Clubs ... and only **Golfdom**

The Business Journal of Golf

reaches the buying powers of them all!

Food, beverages and tobacco find in the golf clubs a market that pays them primarily in its big volume and secondarily in its sampling of the golf club members who make the domestic market for quality products.

GOLFDOM is sent free each month to every U. S. golf club president, house manager, chairman, greenkeeper and pro. It has a big lead in golf advertising because it gets direct to the buying powers and absolutely blankets the field.

Look into the golf club market and GOLFDOM. They're making money for a lot of wise advertisers.

Golfdom

The Business Journal of Golf

236 N. Clark St., Chicago

Eastern:

ALBRO GAYLOR
20 Vesey St.
New York City

Western:

DWIGHT H. EARLY
100 N. LaSalle St.
Chicago

Pacific Coast:
HALLETT COLE

122 East 7th St., Los Angeles, Calif.

point must be adopted by those far-sighted executives who are assuming charge of today's great mergers. Borrowing for today from tomorrow's business will prove exactly as disastrous for many merged industries, despite their vastly increased manufacturing and financial efficiency, as it would have been individually for any of the units which went into the merger.

New Accounts for Williams & Cunnyingham

The Eclipse Machine Company, Elmira, N. Y., maker of the Bendix Drive, the Sundstrand Oil Heater Company, Rockford, Ill., and the Shaffer Oil & Refining Company, Deep Rock petroleum products, Chicago, have appointed Williams & Cunnyingham, Inc., Chicago advertising agency, to direct their advertising accounts.

P. F. Bryant with Lincoln-Lilly Agency

Preston F. Bryant, for eighteen years sales and advertising manager of Babson's Statistical Organization, Inc., Babson Park, Mass., is now general manager of the Lincoln-Lilly Advertising Agency, Inc., Chicago.

William A. Brown, with this agency for several years, has been appointed production manager.

Carleton Corporation Buys "The American Sketch"

The Carleton Publishing Corporation, New York, publisher of the *New York Tatler and Social Digest*, has purchased *The American Sketch* from Doubleday, Doran & Company, Garden City, N. Y. Beginning with the April issue, the two publications will be combined as the *Tatler and American Sketch*.

With New Orleans "Item-Tribune"

J. Doyle Williams, formerly with the Little Rock, Ark., *Gazette*, has joined the national advertising department of the New Orleans *Item-Tribune*.

National Tea Sales for February Increase

The National Tea Company reports sales for February of \$7,171,917, against \$6,222,337, for February, last year, an increase of 15.2 per cent.

T. E. Tomlinson Joins Frowert Agency

T. E. Tomlinson has joined the Percival K. Frowert Company, Inc., New York advertising agency, as director of sales.

Wants Us to Start an "Honest Testimonial" Contest

NEW YORK, MAR. 21, 1929.

Editor of PRINTERS' INK:

Inasmuch as denouncing tainted testimonials has become the great indoor sport, why doesn't PRINTERS' INK show us how an untainted testimonial should be written? You could start a prize contest for the best "honest testimonial" with a carton of Luckies for a first prize.

Here are two entries to start the ball rolling.

WILL B. STRAIGHT.

TO WHOM IT MAY CONCERN:

This is to certify that Fraulein Johanna Schnitzler has honored us with her presence for a few weeks in the ostensible position of waitress. She is leaving because she finds the work too hard in a family of two where only three maids are employed. She would be invaluable in a family where the lady does her own housework and a maid is desired for ornamental purposes only. Or she might prove a desirable acquisition for anyone intending to open a servants' boarding-house and willing to pay well for the privilege of entertaining fleeting guests. Fraulein Schnitzler came to us innocent of any experience in housework—and she leaves in the same happy condition.

TO WHOM IT MAY CONCERN:

For a brief period, Fraulein Ilza Telramund has been a chambermaid in our home, and is leaving as she seems to be constitutionally tired. Among her qualifications is a musical education which has given her familiarity with the works of Beethoven and Brahms, Schumann and Schubert. She greatly enjoys the Philharmonic concerts and is possessed of a mezzo-soprano voice of wide range and unusual power. She brought her violin with her and we shall interpose no objection to her taking it away. Unfortunately, as we have given no musicales recently, we have been unable to utilize her undoubted musical talents.

Death of Lucien Coy Esty

Lucien Coy Esty, until two years ago with the Newell-Emmett Company, Inc., New York advertising agency, as a member of its service department staff writing copy, died at New Haven recently where he was studying at Yale University. Mr. Esty was also author of the book, "Ask Me Another." At the time of his death, he was thirty years old.

New Accounts for Syracuse Agency

The Lamson Company, Syracuse, N. Y., maker of tubes and conveyors, and the National Cellulose Corporation, Baldwinsville, N. Y., have placed their advertising accounts with The Z. L. Potter Company, Syracuse, N. Y., advertising agency.

Get the special effects you want—how to use Type Faces, Engraving, Electrotypes, Color Processes

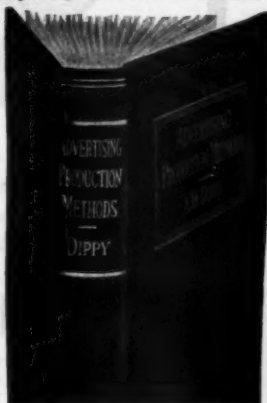
Here is a new book that will show you how to get the best effects at the least cost. It gives complete descriptions of processes, methods and applications, with practical suggestions for planning and ordering.

Advertising Production Methods

By ALBERT W. DIPPY

Production Mgr. L. C. Gumbinner Advertising Agency
318 pages, 6 x 9, 128 illustrations, \$4

A reference book on any process or material used in the production of advertising and printing. See what the book has to say on:—the production manager—his office and methods—production and art—ordering typography, electrotypes, photoengraving—machine composition—Ben Day process—rotogravure—offset lithography—silk screen process—Jean Bert water color printing—contractors and salesmen.



Free Examination Coupon

McGraw-Hill Book Company, Inc.
370 Seventh Avenue, New York.

You may send me Dippy's Advertising Production Methods, \$4.00 postpaid, for ten days' free examination. I agree to remit or return it postpaid within 10 days of receipt.

Name.....

Address.....

City and State.....

Position.....

Company.....

P. L. 3-28-29

**...SELLING...
AND ADVERTISING
DO PERFECT TEAM
WORK IN THIS
MARKET**



**Uncle Sam
says...THIS is the
territory to cover
from CLEVELAND**

The **Cleveland**
Cleveland's

JOHN B. WOODWARD
110 E. 42nd St., N. Y. C.

THIS
me
define
Clevela
Whole

This at
the act
enced g
major r

And—
rich, ex
logically
selling.

A conce
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A man
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Clevela

And, u
easily a

P
Ma

WC
360 N.

THE United States Department of Commerce clearly defines its conception of the Cleveland market in its "Atlas of Wholesale Grocery Territories".

This atlas is based on checking the actual operations of experienced grocery distributors in all major markets of America.

And—it shows a wonderfully rich, extensive territory as being logically tributary to Cleveland selling.

A concentrated market—thickly populated—prosperous—with an industrial and agricultural balance, that side-steps periods of severe depression.

A market that is easily and economically worked from Cleveland.

And, what is fully as important, easily and economically reached

by advertising in one great Cleveland newspaper, the Plain Dealer.

Scores of the Nation's great merchandisers have proved that in Northern Ohio the Plain Dealer fits perfectly into their selling schemes.

Experience has proved to them that here is *one* market where advertising and selling can be co-ordinated without the waste of a dollar in money or an hour in time or effort.

**U.S. DEPARTMENT OF
COMMERCE SAYS THE
CLEVELAND MARKET
CONSISTS OF**

TOWNS OVER 500 141
TOTAL POPULATION . 2,232,664
GROCERIES 6,652
GROCERY WHOLESALERS . . 72
GROCERIES IN CLEVELAND 2,865

Plain Dealer

Master Salesman

WOODWARD & KELLY
360 N. Michigan Ave., Chicago, Ill.

WOODWARD & KELLY
Fine Arts Bldg., Detroit, Mich.

Reader interest in the advertising pages of a publication is in direct relation to the reader interest in its editorial contents.

An intimate and restricted appeal to a certain class always represents the highest degree of both.

Such interest is found in B'nai B'rith the National Jewish Monthly.

Total Distribution
69,916 A.B.C.
\$300 per page

B'nai B'rith Magazine

*The National Jewish
Monthly*

40 Electric Building, Cincinnati, Ohio

OSCAR R. GOTTFRIED
11 West 42nd Street, New York, N. Y.

Export Managers Discuss Their Selling Problems

Stress Need for Standards of Practice for Foreign Advertising and Standardization of Selling Terms

LACK of uniformity in the methods being followed to develop foreign markets contributes a major source of difficulty in extending distribution of American products. The situation and suggestions for its solution occupied the greater part of discussions at a conference of export executives which was held at New York last week. This conference was held under the auspices of the Export Managers Club of New York.

In the opinion of C. M. Peter, export manager of The Black & Decker Mfg. Company, responsibility for the present situation is caused by the too frequent fact that, in many concerns, the export department is looked upon as "the red-headed step-child, an unwanted and unwelcome guest at the domestic dinner table." This is bad enough but what is worse, explained Mr. Peter, often the step-child is required to sit back and wait until his domestic step-brothers have had their choice and fill; then he is called in to take what remains and dispose of it as best he can.

"A direct result of such a situation," said Mr. Peter, "is a discouraged, reckless and desperate state of mind on the part of the export executive, which readily causes him to fall into practices which are not only unethical but very detrimental to the export trade in general."

Overseas buyers respond to such practices with loss of confidence in prices and terms. Their attitude is reflected in the common complaint that there is no standardization to American export business, a criticism which Mr. Peter believes should be met by a concerted effort to adopt uniform policies.

"The granting of excessively long terms, mentioned as an example," he said, "is a very confusing habit with some concerns which adds to the difficulties of other

manufacturers in selling the same customers. Certainly, terms of payments vary in different markets but they can be rather definitely determined and should be adhered to by all. Some standard of practices could and should be adopted in regard to literature in languages and for local foreign advertising. A percentage allowance against the net billing is a simple and effective way of dealing with this problem."

He sees a similarity existing in the problems and requirements among manufacturers of kindred or allied lines for a profitable export business. A move toward standardization of quotations, terms and discounts, in his opinion, could accomplish much toward establishing American export business on a firm and equitable basis which would serve to build up confidence in the minds of the buyers abroad.

W. G. Hildebrandt, president of the Gotham Advertising Company, in a talk on changing habits of the world's peoples, called attention to the fact that manufacturers may expect to find channels of distribution very much the same the world over. Chain-store growth, which is receiving so much attention in merchandise circles in the United States, was referred to and he pointed out that their operation in other countries is no new development. He referred to chains which have been in existence for 100 years and more and briefly touched upon chain activities in England, France, Japan, Egypt and Cuba. The chain-store movement, he said, was developing uniformly throughout Europe and is bound to spread throughout Latin America and the Far East.

Arthur Lee, export manager of the Wm. Carter Company, reviewed the history of the development of Carter underwear export business which was started in 1924. With reference to advertising, he

To facilitate our contact with clients east and west, we have transferred our headquarters office from Cleveland to New York, where we have maintained a subsidiary office for several years.

We are also establishing an office in Chicago, where one of our executives will be permanently situated.

R · O · EASTMAN Incorporated

113 West 42nd Street - - New York
360 North Michigan Ave. - Chicago

We make booklets
that combine good
typography and our
special process of
printing in color on
antique finish paper



CURRIER & HARFORD
LTD · 460 W. 34th STREET, N. Y.
SELECTIVE ADVERTISING

said, it is quite difficult to arrange an effective campaign for foreign fields until one knows what goods will sell in those markets. Accordingly, his company has done a minimum amount of advertising while engaged in studying merchandising possibilities abroad. Sufficient experience has now been gathered in some of the markets to make an advertising campaign worth while and such a campaign, he stated, is now in the process of planning and budgeting.

There is a new form of nationalism which is exerting strong influence on export trading, according to D. W. Fernhout, general manager of the International Behr-Manning Corporation. The growth of this nationalism since the end of the World War was traced, a growth which, he said, manifests itself in three main groups:

1. Legislative protection of industries.
2. Governmental or official sales promotion efforts.
3. Private efforts.

A brief summing up of the activities under each classification follows:

Legislative Protection: Tariff wall builders have been working overtime. The movement is not confined to Europe and the United States but to South Africa, Australia and Latin America. In obtaining the seclusion desired for the markets of certain products, there has resulted exclusion in other markets with the result that it takes a lot of ingenuity to move goods from one market into the next.

Governmental promotion: Largely as the result of the British Imperial Conference held in London in 1926, the British and Dominion Governments have gone into the sales promotion business, for which huge sums of money have been appropriated. An efficient press campaign, coupled with well-conceived poster and newspaper advertising constantly remind the Britisher of his duty. Royalty's support of the movement is carefully press-agented, for example, references by the British themselves to the Prince of Wales as the super-salesman of the Empire. Almost

81%

IS WORTH INTENSIVE CULTIVATION

MARKETS of 100,000 population and over, while desirable, offer far more competition and sales resistance than do the small towns and rural communities.

YOU can cover these markets with daily newspapers, car cards and billboards, but what are you doing to reach towns and communities of under 2500 population. With the exception of this "big city" market—

81% of the remaining population is located in towns and communities of under 2500 population.

IN this responsive market you can sell your cold cream, or breakfast food, vacuum cleaners or radios—with less competition, less sales resistance and at less cost.

MODERN HOMEMAKING with 78% of its circulation going into this great purchasing market and at a rate of \$3.25 per line, offers one of the surest, quickest and most inexpensive mediums for selling this field.

MODERN HOMEMAKING

"The Magazine for the Village and Farm Market"

CIRCULATION—May Issue—OVER 650,000 COPIES

W. H. McCURDY,
Western Adv. Mgr.,
30 North Dearborn St.,
Chicago, Ill.

WM. F. HARING,
Adv. Mgr.,
270 Madison Avenue,
New York City

GORDON SIMPSON,
Pacific Coast Rep.,
1008 West Sixth St.,
Los Angeles, Cal.

every country of importance, especially in Europe, is busy waging similar campaigns.

Private efforts: Opposition of nationals to goods of foreign make. Use of the "tying-in clause" by European bankers is a regular feature of loan agreements between European bankers and their foreign borrowers. This clause requires that equipment shall be purchased in the lending country.

Mr. Fernhout urged a study of the effects of these evidences of nationalism so that American manufacturers may devise effective means of combatting them. First, he emphasized the importance of making certain that American products, in whatever price class, are quality goods, superior to any other in design, workmanship and usefulness.

Second, careful planning of packing, advertising and sales promotion material to meet local conditions.

Third, too little advantage is being taken of the facilities for co-

operative efforts afforded by the Webb-Pomerene Act. Its possibilities for joint market study, price regulation, standardization of products and policies, and, not the least, the establishment of joint distributing organizations abroad are tremendous, he said, especially for smaller enterprises.

"Let us consider foreign markets not as convenient dumping grounds but as territories to be developed in precisely the same manner as our domestic market," Mr. Fernhout advised. "Let us export our capital and our technicians and build branch plants abroad, thus turning the present obstacles to our own advantage. In so doing we shall help promote the prosperity of our customers on which our own depends."

Flying Service to Be Advertised

Pickwick Airways, Los Angeles, have appointed Beaumont & Hohman, advertising agency of that city, to direct an advertising campaign in southern California and Arizona for the inauguration of a regular flying service between Los Angeles and San Diego.

Y O R K

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 43th St., New York

1524 Chestnut St., Philadelphia

203 N. Wabash Ave., Chicago

401 Van Nuys Building, Los Angeles

240 Holbrook Building, San Francisco

**THE JANUARY 1929
ISSUE OF
THE RED BOOK
MAGAZINE**

**NEWS STAND
INCREASE
APPROXIMATELY**

**100,000
COPIES**

OVER JANUARY 1928 ISSUE



Four Colors on Cover Positions in Southern Agriculturist

For the First Time in the South
farm paper advertisers can and are
using four colors on cover positions.

Our April 1 number shows exactly the high quality of printing and paper which advertisers using this new service may expect. If you haven't seen it, let us send you one. And, of course, the four-color title page increases the reader interest which long ago put this publication in first place among Southern farm papers in total circulation and evenness of distribution.

SOUTHERN AGRICULTURIST

"The Giant of the South"

B. KIRK RANKIN, *Publisher*

NASHVILLE, TENNESSEE

RIDDLE & YOUNG COMPANY, *Special Representative*
Chicago New York Des Moines Kansas City San Francisco

The Advertiser's Audience

(Continued from page 6)

any man who picks it up, would seem to be slightly out of tune with this spirit of decent dealing which every man expects and ultimately demands. To make impossible promises of any kind for any product would seem not merely not smart, but shortsighted and silly. The triumphant interrogatory retort—Ah! But how do you account for the fact that it pays?—is no retort at all. If our business system must look for its justification to some of the huge fortunes being swiftly reared by impossible creatures in divers dubious ways, then the sooner this individual system is wrecked the better for all of us.

Broadly speaking, there are only two schools of advertising thought and expression. One of these schools proceeds upon the comfortable half truth that all men are fools. The other amends this ever so slightly and says that all men may be fools but—in italics and with emphasis—*do not like to be fooled*. Out of both schools emerge great businesses and great fortunes. The first is especially successful in stirring up a demand for small articles of commerce which cost the consumer a comparatively slight sum. In these lesser matters we Americans are notoriously careless in buying. We even fall under the spell for a moment of the glowing claims made for such products—and these claims are carefully calculated to approach to the very edge of untruth before they come to a full stop. The penalty paid for this process is that the market must continuously be renewed and rebuilt. A new audience must be gathered over and over again around the gasoline flare of the hawker's wagon. A million or so of young men and women come of age every year and they are frequently easy prey for the exaggerations, fads and fancies of the advertising moment. As the selling price of the product increases, however, the process of proceeding upon the assumption that all men

are fools encounters difficulty.

Setting the moralities aside for the time being, a reasonable rule for advertisers to follow would be that it is not safe to attempt to build up a business on the assumption that all men are fools when the article advertised costs the consumer more than \$10. Money has a memory which persists in direct proportion to the amount disappointingly invested.

Of course, no manufacturer would admit for a moment that he considers his market constituted chiefly of fools. But there is ample evidence in the thickly populated advertising pages of periodicals and newspapers that he allows his advertising to talk for him as though he did believe it.

Human formulas of whatever sort—social, political or commercial—are bound to be imperfect because human nature is imperfect, and this is much more true of the looser practices of life, such as advertising in the domain of trade. Indeed, it is scarcely possible to devise a formula for advertising any more explicit than the one indicated herein—a decent recognition of the human decencies.

The two things we know with any degree of certainty about business are that people like to be fairly dealt with and that they resent being unfairly dealt with. All the facts and figures and tables and blueprints and surveys and graphs and all of the economic data which the statistician can compile will not negative this universal fact.

It is merely silly, therefore, to try to build a business by catering to the worst in human nature, rather than striving to sink that business into the solid foundation of human decency.

And we are not altogether without ways and means of cataloging these decencies and devising methods of sounding susceptible keynotes common to all men, which are at least measurably certain of return.

There are certain sure-fire appeals to which almost all humans respond. There are grounds for saying that most dramatic plots have their source and origin in one plot,

the Cinderella theme or motif. That of course is due to the fact that the Cinderella theme comprehends the poignant human principles of reward and punishment, the uplifting of the humble, the humiliation of the proud, the victory of love and beauty and innocence. Strange as it may seem, there is a set of basic human appeals which operates just as successfully in business as in romantic literature. After 2,000 years of weary endeavor to find the answer to Stevenson's exasperated question when he wrote in defense of the idler and against the mere busy-ness of business—"In the name of God what is all this pother about?"—people do cling to their pathetic love of the hero and hatred of the villain. Melodrama is in a very real sense real life in that it depicts the virtuous victories which we would like to encounter in real life.

Everyone prefers to do business with an honest man—everyone prefers to buy honest goods. No amount of advertising can compensate for a fault or a flaw in the

thing advertised. The good man is still the hero of ordinary life, all evidence to the contrary notwithstanding, and good goods are still preferred to meretricious goods. Not only that, but good men—good manufacturers and good managers—good methods, good motives, good values continue to build permanently profitable businesses.

The bewildered layman will naturally smile at the idea of inculcating and dramatizing and capitalizing human preferences for honor and honesty in so prosaic a medium as advertising. A lifetime of experience in endeavoring to do so is offered as evidence that it may and can be done. The real truth of the matter is that there is no such thing as a modern mind when it comes to the eternal verities. The modern mind feels about these things pretty much as did the primitive mind. The other *fin de siècle* outcroppings are merely surface expressions which do not disturb the deep rooted and more or less immovable human convictions. Instead of appealing to the so-called

WANTED

a high-grade manufacturer
is looking for a competent
Executive on Sales Plans

HERE is a substantial task for a man who has reached the stage where he is prepared for a permanent association. He must be fitted to be the colleague of successful men, to cope with developments in diversified markets, to build and direct the execution of sales plans for a broad line of recognized products.

We expect a man of outstanding experience, with a background of advertising and selling in some important manufacturer's field. He should be nearly forty, cultivated, capable of major contributions to a business already in the position of leadership. He must have demonstrated his right to substantial earnings.

Address in complete confidence

Mr. Howard Kohl, Secretary, J. Walter Thompson Company
Graybar Building, New York

(Letters will be forwarded to the client)

New Publication Is Out Today

*The Most Beautiful and Interesting of All
Publications*

The Arts & Decoration Quarterly

Circulation Concentrated in Metropolitan and Suburban
New York City

ONE DOLLAR PER COPY

More than 130,000 agate lines of adver-
tising sold before publication of first issue

This is one of the greatest—if not the greatest—vote
of confidence ever extended to any publication by
advertisers and advertising agents

Published by

The Arts & Decoration Publishing Co.

Incorporated

578 Madison Avenue, New York City

Arts & Decoration — Arts & Decoration Quarterly
National Circulation Local Circulation

J. A. Judd, Vice President and Advertising Director

*A copy of the first issue of The Quarterly to any
advertiser on receipt of fifty cents*

The Atlanta Journal

Atlanta, Ga.

Coolidge
Dupont
National Lead
Pittsburgh Plate Glass
Sherwin-Williams

Are advertising paints in The
Atlanta Journal

**Advertising in The
Journal Sells the Goods**



OFFICES
For Publishers
386
FOURTH AVE.
at 27th Street

ENTIRE floor of 10,350
Sq. Ft. or smaller units
for those who appreciate
light, accessible quarters
in quiet surroundings at
moderate rentals.

SPEAR & CO., Inc.
225 Fifth Avenue
Ashland 4200

Or your own broker

modern mind the wise and safe thing to do is to build upon the convictions, preferences and predilections of the universal mind.

The basic motives which animate the modern man looking for a good radio are as old as man, even though the radio be almost as new as the morning sun. It is not always necessary for the advertiser to write these things into his advertising—but he should be everlastingly aware of them. This is the only common ground upon which he can meet the mass of humans. If he attempts to cater to their whims, their weakness, their vanities, their unintelligence, he will be lost.

It has been said that people in the mass at first glance look very much like a mess. They do and are, except for this saving grace that they have common chords of decency which can be struck in varied and various skilful ways. We have enumerated the hero, the good man, honesty, honor and value as some of the desiderata of human conduct upon which most people are agreed. They also respond as we all know, to the childhood motif, the success theme, the rise of the poor man to power and position, the appeal of the appetite, the home and mother appeal, the flag and the nation. None of these is unworthy and it is not unworthy to appeal to them unless it is done in a spirit of demagoguery and deceit.

It sounds trite to the point of banality to say that a business really built and conducted and advertised upon a respect for its clientele—which means a respect for the rights of the human being—will more surely succeed than one which is not so built, but it happens to be true, and even a truth about business is a valuable find in this skeptical age.

It is likewise odd and interesting to observe that advertising which attracts attention by its smartness—advertising which finds its way onto the musical comedy stage—advertising which is given free advertising by being laughingly repeated over and over again by thousands of people—"wisecrack" advertising in other words—quite frequently pulls down the business

THE CITY WITH THE BIG PAY ROLL

BUTTE

MONTANA'S
GREATEST
MARKET

Can be completely covered at a greatly
reduced cost through the employment of
the combination of

The Montana Standard

Morning and Sunday

The Butte Daily Post

Evening

RATES

STANDARD

Daily 8c; Sunday 11c

Combination

Daily-Standard-Post

11c per line

THE POST

Daily, line, 6c

Combination

Sunday-Standard and

Daily Post

14c per line

PRUDDEN, KING & PRUDDEN, Inc.

New York

Chicago

Los Angeles

San Francisco

Seattle

....*The* MAN From Detroit COMES TO LONG BEACH!

The initial building permit for Henry Ford's \$10,000,000 factory was issued by the City of Long Beach on March 11. This is to be one of the largest industrial plants in California.



Long Beach --- Southern California's Second Largest City

And now with the coming of the Ford Motor Company to Long Beach, the city is destined for even greater growth. The Press-Telegram goes into practically every home, both in the city and the Long Beach trade area with a population well in excess of a quarter of a million. The Press-Telegram achieved the greatest advertising gain in California during 1928. Assure complete success of your California campaigns by scheduling the Press-Telegram.



Press - Telegram

LONG BEACH, CALIFORNIA

Evening and Sunday Morning

Associated Press

United Press

MEMBER: Audit Bureau of Circulations
100,000 Group of American Cities

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

New York • Chicago • Seattle
San Francisco • Los Angeles

structure which it was intended to build up.

The little ephemeral vogue which it gives to its product is all too brief and the aftermath, when its influence has passed, is little short of deadly. The manufacturer who advertises in that way is literally paying for his fun, for if there is in his "wisecracking" any element of speciousness or insincerity the public probably recognizes the fact at once, and will certainly ferret it out in a matter of months. After that—the deluge, or a new set of expedients.

So, perhaps the answer to the question propounded at the outset is not so difficult after all. The inquiry was: Are we all silly or is it just advertising that is silly?

The answer probably is that we are all silly but that we all have our underlying sanities. Advertising has gone amuck in that it has mistaken the surface silliness for the same solid substance of an averagely decent human nature.

E. L. McAllister with Buckley, Dement

E. L. McAllister, at one time merchandising manager of the Chicago *Herald and Examiner*, and, more recently, creative manager of the Manz Corporation, of that city, has been appointed manager of the merchandising division of Buckley, Dement & Company, Chicago, direct-mail advertising.

New Account for Freeze-Vogel-Crawford Agency

The Four Wheel Drive Auto Company, Clintonville, Wis., manufacturer of trucks and tractors, has placed its advertising account with Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency. Magazines, business papers and direct mail will be used.

R. O. Eastman Headquarters Now at New York

R. O. Eastman, Incorporated, market surveys, analysis and research, has transferred its headquarters from Cleveland to New York. An office is also being opened at Chicago.

Death of Charles B. Morse

Charles B. Morse, head of his own advertising agency at Syracuse, N. Y., died recently at that city at the age of fifty-two. He was at one time Syracuse representative of Joseph P. Smith, advertising, Rochester, N. Y.

High-Class Salesmen Wanted

A New York publication has openings for two or three high-class salesmen, capable of earning from \$7,500 to \$10,000 a year. While previous advertising experience is not necessary or essential, applicants must be able to point to outstanding records achieved in fields in which they have been engaged. They must have the appearance, personality and education that go hand in hand with successful selling. Write fully, giving age, experience and why you think you could be successful as a salesman of advertising space. Address "J," Box 168, Printers' Ink.

WANTED

An Advertising and Sales Promotion Executive

The company inserting this advertisement has over a period of one hundred years maintained leadership in its field. It is one of the largest users of national advertising in the country.

A program of expansion has created an opportunity for an Advertising and Sales Promotion Executive with a real merchandising background. It is essential that he have ideas that are the result of sound experience in promoting the sale of nationally advertised package products to the Food, Drug or Hardware Trade. Experience in Paint and Varnish preferable.

To this man an interesting opportunity and an unlimited future are offered. Location, New York City.

Our organization knows of this advertisement. Your replies to the box number below will be held in strict confidence.

Address "General Sales Manager"
Box 166, Printers' Ink

Sales Executive

A change in distribution makes available active executive with ten years' experience national distribution. Sales experience rounded out by having served as acting general manager quarter-million-dollar concern as well as having headed own sales company. Proven ability as an organizer as well as adaptability to either the small introductory campaign or that in excess of a million dollars. Full details and references to those interested.

Address "H," Box 167,
Printers' Ink

Sales Promotion Assistant Wanted

One of the largest manufacturers of electrical merchandise, selling through large exclusive distributors, will soon need an experienced assistant in the Sales Promotion Department. Give full details of experience, salary expected, and send photograph. Samples of work not necessary, but prefer letter outlining your ideas about promoting high-priced electrical specialties, such as Range, Refrigerator or Oil Burner. Applications kept confidential.

Address "N," Box 21,
Printers' Ink

Article on Legal Rights to Testimonials Aids Decisions

RAY MILLS ADVERTISING AGENCY
LEWISTON, ME., MAR. 15, 1929

Editor of PRINTERS' INK:

We are herewith returning to you the article—"What Are Your Legal Rights to Testimonials?"—by Edward L. Devlin, Jr., which you so kindly sent us with your letter of February 1.

Both we and our client have read this article with a great deal of interest and you may be sure that it has helped us to make a decision as to the use of photographs of Colonel Lindbergh, the Prince of Wales and other notables for advertising purposes.

Thank you for your courtesy and your assistance.

RAY MILLS ADVERTISING AGENCY,
RAY MILLS.

H. R. Baker to Become Vice- President, Gardner Agency

H. R. Baker, for the last seven years advertising manager of The Miller Rubber Company, Akron, Ohio, has resigned, effective April 15, to become vice-president of The Gardner Advertising Company, Inc., St. Louis. He will make his headquarters at Akron and will have charge of territory from Chicago to Pittsburgh and from Detroit south. Previous to joining the Miller company, in 1920, Mr. Baker was a member of the Goodyear Rubber Company's advertising staff.

Roger Connor Joins Campbell- Ewald

Roger Connor, formerly with the Burroughs Adding Machine Company, Detroit, and, more recently, director of the McBee Binder Company, Athens, Ohio, has joined the Campbell-Ewald Company, Inc., Detroit advertising agency, as an account executive.

Chain Products Account to John S. King Agency

The Chain Products Company, Cleveland, has appointed The John S. King Company, advertising agency of that city, to direct the advertising of Modell tire chains and Weldless wire chains. Business papers and direct mail will be used.

Now Pin Money Products, Inc.

The corporate name of Mrs. E. G. Kidd, Inc., Richmond, Va., manufacturer of Pin Money pickles and relishes, has been changed to Pin Money Products, Inc.

Appoints McCann Agency

The H. K. McCann Company has been appointed by the Italian Vineyard Company, Los Angeles, to direct a newspaper campaign for Guasti food products.

Sales Manager

THIS is one of those opportunities that are frequently talked about but that seldom happen. It is an opportunity for some man to build a lasting monument for himself in the way of business achievement and financial reward.

This advertisement is published by a company that has made excellent progress during the five years that it has been in business. The sales and profits have shown a substantial increase each year and the earnings for 1928 were the second or third largest in the industry.

The product is conceded to be unexcelled. It is sold thru dealers on a franchise basis.

The immediate problem is to double the dealer organization. Consequently we want a man who has had successful experience in this direction, and who, after sufficient study, can develop and put into operation the plan for achieving this objective.

The probabilities are that the man best fitted for this job is now employed—possibly with a large company such as an automobile, vacuum sweeper, typewriter, electric refrigerator or some other specialty manufacturer.

The position offered is no sinecure. It means adding to and training the present factory selling organization and rapidly increasing the size of the present dealer organization. It calls for a large amount of hard, intelligent work—but it will be worth it.

If you believe you have the required ability, we would like to hear from you. Please give us complete information in the first letter. Naturally, all replies will be held confidential.

Address "O," Box 22, Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. TREASURER, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

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A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic W. Read

London: Thomas Russell

NEW YORK, MARCH 28, 1929

An Objection to Sales Conventions We heard a story lately regarding the experiences of a sales executive who had just completed a convention of his salesmen and had about decided it would be his last. This is the story the sales manager told:

The convention was a two-day affair. It was not much different from the usual type of convention and presumably the salesmen were properly fired with enthusiasm for the new line. The last talk was finished early in the afternoon of the second day and to fill in the time until the wind-up banquet in the evening it was decided to send the salesmen around to see various people in the factory and in the office.

It happened that the treasurer of the company and the assistant

superintendent at the factory were both slated to leave the organization for reasons which did not redound to their personal credit. Naturally, these two men were not particularly favorably disposed toward the company and what they told the salesmen who came to see them was more than sufficient to nullify just about all the good effects of the convention.

As a result of this experience, this sales manager has become convinced that a far better plan is to hold small-sized regional meetings, in the course of which the salesmen meet nobody the sales manager does not want them to meet. He maintains that in every large organization there are certain dissatisfied individuals and that it is almost impossible, when a general convention is held at headquarters, to keep these dissatisfied men from mingling with the salesmen. "And a five-minute talk with a headquarters man who harbors a grudge against the company," he says, "can nullify two days of hard and expensive convention work."

Whether this objection constitutes a real reason for not holding a general convention at the factory, we are not prepared to say. However, it does suggest the advisability of chaperoning the salesmen all the time they are at headquarters. In other words, when salesmen are permitted to wander at will through the factory and home offices they are likely as not to end up with information that does neither their morale nor general selling equipment any particular good. It would seem to be a far better policy to arrange matters so that they are kept far away from those canker spots which exist in almost every organization.

Advertising Teachers Need Help

In conversation with one of our staff writers, Professor Edward H. Gardner, of the Chicago office of the J. Walter Thompson Company, declares that one of the drags on advertising today is in the work of "well intentioned and earnest, but insufficiently informed, teachers in our colleges and uni-

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versities." He thinks that the teachers of advertising, marketing and so on, are doing a remarkably good job under the circumstances; but that their work necessarily flavors of the dilettante, or even the amateurish in some cases, for the good and sufficient reason that they do not have a background of practical experience. They are theoretical, and sometimes their theories do not work very well.

Professor Gardner doubtless is right. He himself is on sabbatical leave from the University of Wisconsin and is working in an agency, to use his own words, "so I can actually know what I am talking about in my lectures to my classes."

And if he is right, here is a clean-cut opportunity for somebody to do a real service for business. If organized advertising isn't just a talk-fest or a group of job holders banded together for self-glorification; if its object really is the improvement of merchandising, it can go a long way toward solving this problem. What the teachers of advertising need is an opportunity for part-time employment in first-class advertising agencies or departments. Why should not the International Advertising Association act as a clearing house to get them together?

We believe agencies would gladly co-operate if the matter were properly presented to them. They could employ some of the teachers during vacation periods, or on leave, and probably get as much benefit as they would give. The one objection, from the standpoint of the universities, might be that many of the teachers would prove so valuable that the agencies would not permit them to return to the classroom. But this need not interfere with the main issue. We believe that if organized advertising would take on this proposition, and go after it in a sufficient way instead of merely playing with it as has been the case up to now, the results soon would be seen in the way of greatly strengthened marketing courses in institutions of learning.

Moreover this would, in time, have the effect of causing advertising men to speak about their business in specific and more nearly

scientific terms. The advertising man today does not hand down his experience in a valuable, usable way such as does the medical man, for instance. And while advertising is not and never can be an exact science, there is no more valid objection to standardizing advertising information than there is to doing the same thing with medical information. More usable material, primarily in the form of cases, is needed. Advertising teachers can do a great deal toward filling this need. Some intelligent co-operation with them, therefore, would pay big dividends.

Rosy Pictures for New Salesmen

A sales executive has just been telling us that he has concluded that painting too rosy a picture of the job's possibilities has been a major factor in bringing about a high turnover among his salesmen. He contends that this is a common procedure among sales managers—they, themselves, are so fired with enthusiasm that they oversell the proposition to the new man.

As a result, the new salesman usually finds his first few weeks on the road a series of disheartening revelations. When he left the home office he practically had the impression that all he had to do was announce himself and then hold his order book poised for an order. Competition was something that had never even been mentioned and so far as he knew did not exist. The product itself was absolutely perfect and sales objections was a term, not an actuality.

If the salesman is of the stuff from which heroes are supposed to be fabricated, he may survive the shocks. However, if he is an ordinary mortal—and, alas, most salesmen are merely earthly humans—the differences between the picture painted in the home office and the picture he actually sees on the road, are likely to overwhelm him.

The sales manager we refer to has concluded that it is a far better policy to tell new salesmen all about the unpleasant and unattrac-

tive features of the job. He has tried it out on the last half dozen men who applied for selling jobs and, strangely, four of them promptly recalled various reasons which made them less anxious to land the job than they were when the interview started. The other two, though, who were not daunted, have come through their first weeks among the trade in splendid shape and they are even inclined to think that the sales manager painted much too dark a picture of trade conditions.

Private or Rotating Management?

In this age of quick and fast mergers there is a tendency to drop the old pilots overboard and supplant them with a new type. The owners and their co-executives who brought the business through its early stages are gradually being supplanted—in many instances by a staff of engineering executives who may be rotated quickly from one industry to another by the bankers who are taking over so many industries these days. These rotating staffs of high-pressure executives set up a high standard of efficiency for the company and then are moved on to another.

Their methods and management are comparable in many ways to the old scheme made famous in the early days of time study. A group of highly-trained technical men would come into a factory and speed up production by winding more armatures or stamping out more flashlight cases than the factory had been accustomed to. After a short rest, this crew of speeders-up would be moved on to another factory to repeat the process. In companies where the workers were paid on a piece-work basis, this often had the effect of setting a new standard of output and thus reducing the compensation of all the other workers in the plant. It was gradually discontinued because of the bad effect it had upon the morale of the other men in the factory.

And now rotating management has finally worked into the sales and merchandising end of business

also. It would seem that the question whether private management is to continue or be supplanted by this type of rotating management, also involves the question of morale. The old fighting spirit which builds up many an organization is lost under a too impersonal high pressure type of selling and merchandising management. Organization spirit has a great deal to do with net profits. If private management keeps up to its natural stride and does not lose out in the newer methods of selling and merchandising technique, there seems to be no reason why it should be supplanted to any great extent by this newer type of rotating management.

Death of Roscoe B. Jackson

Roscoe B. Jackson, president and general manager of the Hudson Motor Car Company, Detroit, died recently at Mentone, France, at the age of fifty. Mr. Jackson was one of the founders of the Hudson company. He started in business with the Olds Motor Works, and later became factory manager of the E. R. Thomas Motor Company, Buffalo, from which position he went to the Hudson company in 1909.

J. E. McCoy to Direct Mac Gurney Advertising, Inc.

John E. McCoy, for twenty-four years with the advertising department of the Fairchild Publications, New York, has resigned to take charge of Mac Gurney Advertising, Inc., New York, which he organized as a private business while with the Fairchild organization and to which he will now devote his entire effort.

American Radiator Reports Sales and Profits

The American Radiator Company, New York, reports net sales for the year ended December 31, 1928, of \$90,743,129, compared with \$76,010,078 for 1927. Net profits for 1928 were \$12,413,742, after charges and Federal taxes, against \$12,057,315 for 1927. Cost of sales, including depreciation and charges, was \$76,810,737 for 1928.

W. R. McComb Joins Craftex Company

William R. McComb has resigned as business manager of the Save-the-Surface Campaign, New York, to become associated with the Craftex Company, New York, texture wall finisher. H. E. Mordan, assistant business manager of the Campaign, has succeeded Mr. McComb.

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROPFF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THOS. A. EDISON, INC., <i>The Edison</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — '28 '29
THE TEXAS COMPANY, <i>Texaco Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 '28 '29
G. CERIBELLI & COMPANY, <i>Brischi</i>	1927 '28 '29
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 '28 '29
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29
JULIUS KLORFEIN, <i>Garcia Grande Cigars</i>	1928 '29
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29
A. & M. KARAGHEUSIAN, INC., <i>Rugs and Carpets</i>	1929

Hanff-Metzger

Incorporated

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

We Publish an Average Issue

Like most publishers, we have our average issues and our superlative issues. The latter are usually fortuitous accidents. The former, we hasten to assure you, are entirely intentional . . . The April issue of **PRINTERS' INK MONTHLY** is an average issue. . . . As we look it over tenderly just before it goes to press we find ourselves quite proud of the average we have been able to maintain.

☞ Take the leader, for instance, leader being office argot for the first and usually most important article in any issue. . . . It is written by E. V. Walsh, sales manager, The Timken-Detroit Company. . . . After studying the efforts to modernize management Mr. Walsh gives the customary three cheers and then asks, "But what's wrong with the good, old, proved methods?" . . . Management radicals and management progressives will find this an interesting article.

☞ Next is an article by Geo. Sellers, president, G. I. Sellers & Sons Company. . . . He calls it, "How Much Shall I Buy?" . . . It takes its inspiration from the leader in the January Monthly, written by C. H. Handerson. . . . It's sometimes surprising to find out how many of our articles inspire other articles. Sort of an endless chain effect—and exceedingly valuable for rounding out the discussion of any subject. . . . Mr. Sellers discusses the one sane method of inventory curtailment.

☞ The third article describes the direct mail plan of The White Company. . . . Even the most experienced direct mail man will find some new slants in this article.

☞ Gerald E. Stedman, director of market planning, C. C. Winningham, Inc., follows with a discussion of "Six Basic Marketing Errors." . . . Yes, he shows how the errors can be corrected. That's what makes it a typical Monthly article. . . . There is a swell chart for chart lovers. . . . The chart shows how to check up on defective selling methods.

☞ Automatic merchandising and traveling window displays are the next two, wholly unrelated discussions. . . . Publishing the Monthly often makes strange bedfellows. . . . But it is variety that is the spice of an average issue.

☞ K. G. Merrill, vice-president, M. B. Skinner Co., suggests an unusual method of getting the "tough-nut" prospect to buy. . . . Mr. Merrill, of course, has made this method work in his own business. . . . One of the things which make the Monthly so valuable is that most of its articles are based on actual experiences of successful executives. . . . Yes, we like our theory, as who doesn't, but we can't bother with it when we have facts. . . . Facts are so much better.

☞ The next article might as well have been a leader. . . . It is a poor issue of the Monthly, we remind you, which hasn't at least two or three potential leaders. . . . This article is by Charles W. Alexander, advertising manager, The United States Shoe Company. . . . It discusses dealer co-operation in a new way. . . . Yes, that is possible.

☞ Nelson Durand, vice-president, the Thomas A. Edison Company, Inc., talks about the "Socratic Method of Management." . . . He believes that asking questions is far more potent in developing men than making criticisms. . . . We adopt the Socratic method and ask you, "What's been your experience?"

☞ Here we are only at page 46 and our space is almost gone. . . . We shall hasten along, then. . . . Mentioning on the way articles on such subjects as window display contests, typography, the voluntary chain (third installment of the Haase-Pelz series), hobbies, miniatures in advertising, sales conventions, sales experience for copy writers, sales promotion (with chart), etc. . . . Etc. includes another half dozen articles covering another half dozen phases of advertising and merchandising. . . . And the second issue of our revised newspaper summary.

☞ Yes, on the whole, that's a fair sample of an average issue. . . . Socratically we ask, "A pretty high average? What?" . . .

☞ Didactically, and with a bow to the circulation and advertising departments, we add that it is this kind of average which has lifted the Monthly to new high-water marks of circulation. . . . And has made it an unusually successful medium for those who wish to reach the advertising and sales executives who really count. . . . That more and more advertisers think so is shown by the fact that we can—and do—boast of the largest April issue in our history.

*Printers'
Ink
Monthly*

Advertising Club News

Pacific Clubs Appoint C. B. Nissen and J. R. Knowland

C. B. Nissen, circulation manager of the Los Angeles *Herald*, has been appointed chairman of the classified advertising departmental of the Pacific Advertising Clubs Association. He will have charge of arrangements for the meeting of this departmental at the convention which will be held from June 16 to 20.

J. R. Knowland, publisher of the Oakland, Calif., *Tribune*, has been appointed to preside as chairman of the inspiration meeting which will be held in conjunction with the convention.

Caryl Spiller Returns to Louisville Bureau

Caryl Spiller, who has been with the National Better Business Bureau, New York, has resumed his position as general manager of the Louisville, Ky., Better Business Bureau, with which he was associated before joining the New York Bureau.

Bertram H. Straus, president of the Louisville Wall Paper Company, has been elected president of the Louisville Better Business Bureau to succeed Nicholas H. Dosker, who remains on the board of directors.

Heads Direct-Mail Division of Cleveland Club

Loren W. Morlan, advertising manager of The Abner-Royce Company, has been elected president of the direct-mail division of the Cleveland Advertising Club. Other officers elected are: Nelson K. Groh, advertising manager of the Dangler Stove Company, vice-president; Charles Eisele, the Eisele Printing Service, secretary, and E. C. Forbes, president, The Letter Specialty Company, treasurer. A series of three meetings is planned for the spring.

Newark Club to Hold Charter-Night Dinner

The newly organized Advertising Club of Newark, N. J., on April 2 will hold a charter-night dinner to celebrate the presentation of a charter to the club by the International Advertising Association. Earle Pearson, general manager of the association, will make the presentation. The program will also include speeches by Senator Walter E. Edge and Jerome T. Conleton, Mayor of Newark.

Advertising Club to Be Organized at Olean, N. Y.

An advertising club is being organized at Olean, N. Y., by a committee of advertising men headed by Walter Howe. Other members of the committee are Earl Zimmerman, Leon McCarthy, W. S. Dodson and W. W. Baker.

Some Salesmen Fail, Not Getting a Chance to Succeed

Why look for something new, when all the old hasn't been used? This question was the subject of an address before a recent meeting of the St. Louis Sales Managers Bureau and, in answering it, criticism was directed toward swivel-chair sales management, which never sticks to one policy or idea long enough for salesmen to make good.

The speaker was E. V. Walsh, sales manager of The Timken-Detroit Company, whose contention is that many salesmen today are failures because they do not get a chance to succeed. Hardly do they get a policy set straight in their minds, he said, when an order comes forth from headquarters completely revising the plan.

Several observations were cited by Mr. Walsh in explanation of the causes which are responsible for such changes in policy. Cause and effect and a suggestion how to avoid falling into troublesome situations were summed up by Mr. Walsh, as follows:

For instance, a new product or a new model is added to the line. It is presented to the field, and headquarters tells the field organization all about it.

It takes time to pioneer a product or a new idea. The landslide that the "big chief" back at headquarters has assured everybody would be his does not come. Nothing slides but the "big chief," who slides, first this way, then that way, in his comfortable swivel chair—slides of impatience.

Immediately a change must be made, as the result of unpardonable impatience. A new sales policy, an entire new sales story, is given to the members of the field organization before they have had a chance to acclimate themselves to the new product or perhaps the new market.

In my opinion, it is interesting to reminiscence and recall the many formulas which have been handed down by previously successful sales directors, which they used and which we, by reason of inheritance, can still use today.

I contend that there has never been any patent or copyright on any of those ideas, and my theory is that if they were good enough to make such phenomenal successes out of so many sales managers who practiced them religiously, they should be good enough for us of the younger generation. The big factor in their use, however, is the degree to which they are followed up. As in golf, many a ball in the game of sales management is topped or sliced or hooked because the player has not had the foresight to "follow through" or perhaps, as in sales supervision, he takes his eye off the ball.

Alpha Delta Sigma, national honorary advertising fraternity, will hold its Pacific Coast convention in conjunction with the convention of the Pacific Advertising Clubs Association, to be held at Oakland, Calif., June 16 to 19.

Pacific Coast Agencies Form Washington State Chapter

A State of Washington chapter of the Pacific Association of Advertising Agencies has been formed at Seattle. C. P. Constantine, of the Botsford-Constantine Company, was chosen chairman. R. P. Milne, of Milne-Ryan-Gibson, Inc., was made vice-chairman and Claude Arnold, of Claude Arnold, advertising, secretary-treasurer.

John Condon, of Tacoma, and Fred Strang, of the Strang & Prosser Advertising Agency, were appointed executives of the media relations committee, and Stephen Arnett, of the Campbell-Ewald Company, Seattle, was made chairman of the publicity committee.

* * *

Appointed by Financial Advertisers

Charles H. McMahon, publicity director of the First National Bank of Detroit, has been appointed general chairman of the 1929 convention of the Financial Advertisers' Association, which is to be held from October 30 to November 2 at Atlanta. I. I. Sperling, assistant vice-president of the Cleveland Trust Company, has been appointed program chairman.

* * *

Discusses the Future of Aviation Advertising

The principles underlying aviation advertising and the technique involved were discussed by Don Francisco, vice-president of Lord & Thomas and Logan, in an address before a recent meeting of the Southern California Chapter of the National Aeronautic Association at Los Angeles.

The real advertising problem, it was stated, is to find the answer to two questions: First, what are the markets for aviation? And, second, what do those markets want? The market for airplanes from an advertising viewpoint was likened to a bull's-eye target. In the center are the transport services, companies using planes in their businesses, distributors, flying schools and miscellaneous operators. In the next circle of this marketing target are those who want to fly as a sport. The outer band represents the general public.

"Obviously the immediate market," said Mr. Francisco, "lies in the center of the target, and it is here that the early advertising darts should be aimed. In aiming at business men in the center of the target advertising will be not only following the line of least resistance, but laying a solid foundation for the market's future expansion."

The one outstanding example of aviation advertising, in the opinion of Mr. Francisco, which may serve as a prophecy of what is to come in the general field, is furnished by the Ford Motor Company. This advertising, he said, makes no endeavor to get direct sales of airplanes, although it does make clear that the company expects aviation to be one of the world's greatest industries

and that the Ford company is in that business to stay.

Inasmuch as aviation today is an under-advertised industry, it was recommended that the average man on the street be educated to the efficient progress of air mail services and transport lines, emphasizing their records for safety to offset publicity given to accidents of aviation's new students and pilots. With reference to specific uses for advertising, these were summed up as follows:

1. Aircraft manufacturers will advertise to commercial users and sportsmen.
2. Transport companies will sell the advantages of air travel.
3. Railroads will advertise combination plane-and-rail service.
4. The advertising of accessory products will continue to expand.
5. Flying schools will increase their use of advertising to enroll students.
6. Airports will advertise to the industry and to private operators.
7. It would be logical for a group of interests to form an association representative of the industry which could undertake educational activities through a co-operative advertising campaign.

* * *

New England Advertising and Sales Groups Combine

The National Advertisers Group of Western Massachusetts and the Sales Managers Club of Central New England have combined into one organization, the Sales and Advertising Managers Association of Central New England. James E. Redman, sales manager of the automotive division of the American Bosch Magneto Corporation, Springfield, Mass., has been elected president of the combined clubs.

A. H. Sampson, director of sales promotion of the White & Wyckoff Mfg. Company, Holyoke, Mass., was elected vice-president. J. J. Slein, advertising manager of the Graton & Knight Company, Worcester, Mass., was elected secretary-treasurer.

To Publish "Broadcast Advertising"

The first issue of *Broadcast Advertising*, Chicago, a pocket-size monthly to be published for advertising agencies and radio advertisers, will appear early in April. G. W. Stamm and L. E. McIlvain are the publishers.

"The Westchester Motorist," New Monthly Magazine

The Westchester Motorist, White Plains, N. Y., has been started by the Automobile Club of Westchester County, Inc. The magazine will be published monthly with a type page size of 7 3/4 by 10 inches.

R. L. Douglas, recently advertising manager of the Celite Corporation, has joined the staff of Roy Alden and Associates, Los Angeles.

The Little Schoolmaster's Classroom

HOW many members of the Class will be surprised, as was the Schoolmaster, to learn that "There's a Reason" has been in retirement? It is a fact, however, that little use has been made of the slogan for as long as five years.

The matter came to the attention of the Schoolmaster when he read



Grape-Nuts makes a small breakfast a safe one. With whole milk or cream, it supplies more varied nourishment than many a bulky meal.

THAT'S A REASON

a business-paper advertisement of the Postum Company announcing that once more, "There's a Reason" is to be featured in consumer advertising. There are several important changes in the use which will be made of the slogan in this advertising.

Under the direction of the late Charles W. Post, the phrase was used to pique curiosity. It also did double duty service for Postum and Grape-Nuts. So integral a part of the company's advertising efforts was this slogan that it was used as the name of the house advertising agency which was conducted under the name of the

"There's a Reason" Advertising Agency.

In the new campaign the slogan will be used only in connection with Grape-Nuts. There's a reason for this change—it is felt that a slogan cannot do its work most effectively if called upon to identify two products.

Mr. Post in his extensive advertising of "There's a Reason" never followed up by telling the public what the reason was. As the dominating theme of the new campaign, the slogan is adopted to captions which inform the reader that there are many reasons for using Grape-Nuts. "There's a Reason, Dozens of Them," is one example. "With every Spoonful 'There's a Reason' right on the tip of your tongue," is another.

The major illustration in a piece of copy, for example, may picture the product on the breakfast table. Descriptive text is followed by "That's a Reason." Four or more smaller photographs, such as the one on this page carrying the same treatment, visualize other reasons, such as the use of Grape-Nuts in combination with other foods, how Grape-Nuts enables the business man to carry on till luncheon, and so on.

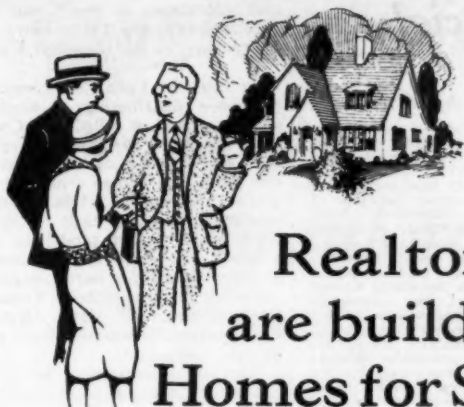
Similarly in trade-paper advertising, the slogan is put to work to point out not one but several reasons why the dealer should tie up with the consumer campaign.

There are lots of reasons, too, for the Class to study this campaign and the ingenious methods by which a well-established slogan is being made to perform greater service for the product it identifies.

* * *

What has happened to the trade character? The Schoolmaster cannot recall a single trade character developed in the last five years which has touched the public imagination as did some of those originated some fifteen or twenty years ago.

What does the Class think? Is

Realtors — America's Homebuilders**Realtors
are building
Homes for Sale**

Most homes and apartments are built by real estate operators for sale to the public today.

Long contact with the public has taught Realtors how to supply the homebuyer's wants. Trained in the promotion, financing and selling of buildings, these new executives in the building world have brought modern merchandising methods to bear in selling their homes. They have ushered in the merchandising era in building.

Quality materials bought by name, and in large quantities, are used by Realtors to help sell their homes. Manufacturers know this and are selling Realtors through their magazine, the

**A. B. C. NATIONAL
REAL ESTATE
JOURNAL A. B. P.**

PORTER-BEDE-LANGTRY CORPORATION

139 N. Clark St.

Chicago, Ill.

Agency Financial Man

Available April 15th

Due to the merger of two agencies, an unusually well-equipped auditor and financial man will be in the market for a position after April 15th. This man is a "find" for some agency head appreciating the importance in agency operation of the right financial management. Thoroughly familiar with agency procedure; a systematizer; able accountant; experienced in all details of agency financing; a relentless, but always tactful, collector with a seemingly intuitive ability to read between the lines of rosy commercial agency reports. Talents employed at best when he combines the functions of comptroller and office manager. But not too conceited to consider position as assistant. Ideas of salary not excessive and his personality makes him an agreeable fellow worker. His present employer is writing this advertisement.

Address "L," Box 169, Printers' Ink,
231 South La Salle St., Chicago, Ill.

COPYWRITER Wanted

The man for this good job is, or soon will be, able to turn out—at fair speed—usable promotion matter for an important group of trade papers, published in New York.

The salary at start is moderate. The possibilities are exceptional.

Address "D," Box 162, Printers' Ink

Design for ADVERTISING

Phone Wisconsin 0053

JOHN J. SHAYN
276 WEST 43RD STREET
New York

anyone able to cite a trade character originated recently that can be compared, with regard to inherent appeal to the multitude, with such characters as the Cream of Wheat ducky, the Little Fairy of Fairy Soap, or the Campbell Kids?

Of late, the Coca-Cola company has been distributing a window display which is called the Coca-Cola Air Port Display. It represents the activities of a large aviation field. Of course a number of planes are shown. The Schoolmaster learns that each of these planes is an exact model of the original. In their creation many aviation authorities were consulted, including the Guggenheim Foundation, the Stout All-Metal Aircraft Corporation, Commander Byrd and others.

This is encouraging. So often advertising material is inaccurately prepared because authoritative information is not obtained prior to its preparation. For example, the other day the Schoolmaster saw a window display featuring a canoeing scene which would strike anyone who had ever had any experience paddling canoes as silly. The canoeist was pictured holding the paddle in a manner that would make paddling a real feat. Work such as the Coca-Cola Company did on its aviation display avoids errors of this kind.

Incidentally, Coca-Cola is furnishing dealers with aviation booklets for distribution to children. The booklet gives a brief history of aviation, telling of the more important flights, and giving instructions for building a toy plane. Schoolmaster, Jr., would just eat up a booklet of this kind.

A subject which has supplied the text for frequent discourses to the Class is the contribution merchandising has made to modern civilization. The subject is brought up again because of a remark made by an enthusiastic Class member out in Racine, Wis.—F. A. Wirt, advertising manager of the J. I. Case Threshing Machine Company.

Says Mr. Wirt:

"If the 1928 wheat crop in this



Primarily to inform!

That smart-looking electrical advertising display that always catches your eye . . . most likely it's a Federal—they usually do. Of course, electrical advertising displays are designed primarily for one purpose: to inform. The degree of informative value which any display achieves is dependent upon many more things than merely hanging out a shingle . . . cleanliness, for one thing. Federal displays are always smart-looking because they are always clean and bright. Their porcelain enameled steel is as easy to clean as a china dish. That's a fact worth contemplating in terms of dollars selling value. Really, the word "amazing" is hardly adequate to describe the effectiveness of Federal displays. But superlatives are not necessary; one has only to remember that there is no older nor larger manufacturer of electrical advertising displays in the world than Federal. Mention could be made about Federal's being the keystone of your outdoor display, but that is commonly accepted.

FEDERAL ELECTRIC COMPANY

8700 South State Street—CHICAGO

Claude Neon Federal Company

225 No. Michigan Ave., Chicago

Federal Brilliant Company

3531 Washington St., St. Louis

BALTIMORE
CINCINNATI
DALLAS
DETROIT
FORT WORTH
HOUSTON

INDIANAPOLIS
KANSAS CITY
LEXINGTON
LOUISVILLE
MILWAUKEE

MINNEAPOLIS
NEW ORLEANS
NEW YORK
PHILADELPHIA
PITTSBURGH
ST. PAUL

Sawmills that cut 90% of the lumber produced in U.S.

Concentrate your advertising in the *one* paper that covers the worth-while mills in all lumber producing sections—mills that cut 90% of the lumber sawn in the U.S.

Write for our 90% circular.

American Lumberman

Est. 1873 CHICAGO A. B. C.

Assistant Account Executive Wanted—

... by a Cleveland advertising agency. He should be experienced in advertising, capable writer, good on contact, tactful, resourceful, about 30 or under. Will be advanced to account executive as soon as ability is demonstrated. When writing, send complete information, samples of work and state salary expected. Address "M," Box 20, Printers' Ink.

23,278 net paid— a new high-water mark

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

PEAKS AND VALLEYS



In sales volumes need be leveled for profitable production. Level your sales valleys by means of timely printed literature. You can pass beyond your present sales peak by skillfully planning your printed schedule.

RAMAPO RIVER PRINTING CO., INC.
225 Varotok St., New York Tel.: Walker 3180

country had been grown and harvested by the methods that prevailed in 1849, there would not have been people enough in the whole United States to reap and thresh it. This is a subject that is difficult to grasp; but what I say here can be proved by a reasonably simple mathematical computation."

When Mr. Wirt speaks of 1849, he probably has in mind the fact that it was in 1850 that the American husbandman began to work out his emancipation from the old-fashioned hand methods of harvesting that had been used all through the centuries. In 1842, when Jerome I. Case got his initial conception of the modern threshing machine, grain was harvested pretty much as it was in the days of Abraham.

The wheat that Joseph took down into Egypt to relieve the famine was harvested and threshed just as was wheat garnered in America, within the memory and experience of only a generation before the present one.

Within the last seventy-five years agriculture has progressed farther than in all the previous thousands of years since man began tilling the soil. Inventive geniuses such as Mr. Case and Cyrus McCormick, upon whose activities great modern businesses have been built, furnished the nucleus for the coming of this new and better day; merchandising, through all its progressive steps, has intensified and developed it.

It is well, now and again, to take the time to compare conditions that are with those that were. Such a retrospective survey will give the manufacturer, the salesman, the advertising man, more respect for his job. It will make him feel that he is doing something considerably more than earning a living.

Those members of the Class who have occasionally contemplated the use of reproductions of United States soldiers, sailors or marines in their advertising will learn with interest that Uncle Sam does not encourage this practice. The Schoolmaster came across this information as a result of an in-

Ammo
Benzol
Cement
Charco
Coal
Coke
Gas
Glass
Lumber
Fig Iron
Scrap
Slag
Wood
Johann

The
transfo

quiry recently made by a Class member who wanted to know whether the Government had declared such illustrations to be illegal. His inquiry was passed on to the War Department and a reply was received from C. H. Bridges, major general in the adjutant general's office in the War Department at Washington. He writes:

"I am requested by the Secretary of War to inform you that the War Department knows of no law which prohibits the use of illustrations of United States soldiers, either photographic or otherwise, for advertising purposes. However, the War Department has consistently refused to give its approval to any action that in any way connects the Army personnel with the promotion of commercial enterprises." * * *

How much consideration do manufacturers give to the task of converting waste products into profits? Surely no one, no matter how large or financially successful, can afford to pass the matter over without thought.

Henry Ford may never be in "want," regardless of how indifferent he may be to the idea of eliminating waste. Nevertheless, he clings to the old maxim of "Waste not, want not." By salvaging most everything from floor sweepings to platinum, the Ford Motor Company swelled its profits for 1928 by over \$16,000,000—a tidy sum for any company. This total includes savings made from the following:

Product	Saving for 1928
Ammonium Sulphate	\$ 814,259.62
Benzol—Motor	1,767,341.95
Cement	819,195.05
Charcoal	362,375.88
Coal	2,834,677.36
Coke	3,627,953.20
Gas	439,349.89
Glass	1,857,309.50
Lumber	103,414.56
Pig Iron	10,544.77
Scrap	3,573,877.60
Slag	161,049.52
Wood Distillation	324,432.37
Johannson Gauge	78,891.32
	\$16,774,672.59

The ammonium sulphate was transformed into fertilizer; gas

A MAN

with unusual qualifications available.

Sales Management
Sales Promotion
Sales Correspondence
Advertising
Direct by Mail
Analysis
Instruction

with a background of character, ability, loyalty, diplomacy and personality. Employed now, but desire a change. Salary \$4,000 year until worth is proven. Address "G," Box 165, Printers' Ink.

WANTED

First Class Representation

in New York City for fine, long-established Lithographic Concern, manufacturing Display Containers, Folding Paper Boxes, Labels, Package Inserts, Business Stationery and other advertising matter. An energetic salesman either experienced in this line or an advertising man who has contacts with Advertising Agencies and Advertisers. In our program of expansion, there is a big opportunity for a real hustler now. Guaranteed remuneration. Write in full detail.

Address "Y," Box 159, Printers' Ink

Seeking a Position?

To the executive type of man seeking a position we offer a definite, confidential, effective service. Not an employment agency. No charge made for positions obtained.

BALLOU-WANZER, INC.
29 West Jackson Blvd. Chicago

SALARIES \$2,000 to \$20,000 COPY WRITERS; VISUALIZERS; PRODUCTION; SPACE; ETC.

WE PLACE Agency-Trained Men and Women in new or better positions: Christians, under 35. Consult Walter Lowen, formerly with Calkins & Holden and other agencies; since 1920 serving New York's finest shops. Personal interviews only: 9-2 P.M.

VOCATIONAL BUREAU, INC.
105 W. 40th. N. Y. C. Telephone PENna. 5389

WHAT'S WRONG WITH SPACE SELLING AND BUYING?

You'll find the answers in this newly acclaimed Pioneer Book

Selling and Buying Advertising Space
by A. J. Slomanson

26 Chapters replete with Constructive Ideas.
Price, \$4.50. Mailed on 5 days' approval.
Lloyd Pub. Co., 175 Fifth Ave., N. Y.

Masterful Copy on a free-lance basis

The experienced advertiser is not misled by ornate trappings to minimize the importance of Copy. Copy bears the brunt. Advertising stands or falls by virtue of its Copy appeal.

To the advertiser or his agency whose experience has engendered a proper regard for the value of original copy ideas and masterfully written Copy, the service of a free-lance copy writer of ability and versatility is available.

Address "A," Box 161, Printers' Ink

Does This Broad Experience Interest You?

Formerly: Promotion Manager, Life Insurance Co.; Publicity Writer, National Association; Copywriter and Production work, New York Agency; Managing Editor, Syndicated Advertising Service; Advertising Service, largest Trade and Business Paper Publisher; Assistant, Advertising Department, Electrical Manufacturer. Now: Connected with well-known New York Advertising Agency. Thorough knowledge of Financial Advertising. A versatile and creative worker. Available April 1. Address "C," Box 163, Printers' Ink.

High Grade Publication or House Organ Wanted—

by well-equipped Printing Plant in central New York State. 25 to 100 thousand edition, in 2 or 3 colors—requiring exceptional typography and presswork. Can handle artwork, layout and engravings if advisable. Address "B," Box 139, Printers' Ink.

RESEARCH

My intimate acquaintance with all sources of statistical and other data enables me to quickly obtain all facts needed for the writing of a book, an article or a complete advertising campaign. Consultation without obligation. Terms moderate.

Address "E," Box 164, Printers' Ink

was sold to the City of Detroit; wood waste was made into charcoal; slag was sold for surfacing roads. Investigations are being conducted constantly to uncover new uses for what would otherwise be wasted.

Of course not every manufacturer can save \$16,000,000 a year from waste, but if the importance of investigating to see what can be salvaged has been emphasized, the Schoolmaster feels assured that this meeting of the Class has been worth while.

About that "Little" Matter

THE TILE AND MANTLE CONTRACTORS' ASSOCIATION OF AMERICA
WILMINGTON, DEL., MAR. 20, 1929.

Dear Schoolmaster:

I have read with a great deal of interest the discussion that you have been carrying on in the recent issues pertaining to the title of your department or rather yourself. Frankly, I like the term "Little Schoolmaster." To your old friends it must be as endearing as the term used by the friends of that great French General, Napoleon—"Little Corporal." Certainly calling Napoleon "Little Corporal" did not in any way detract from his dignity, personality or power.

While I have only been a reader of your classroom notes for two years I would hate to see the intimate touch which is added by using the title "Little Schoolmaster" dropped.

H. R. COLE,
Executive Secretary.

In reporting the formation of McFadden & Sherman at New York, it was stated that B. L. McFadden had been vice-president in charge of sales and distribution of Macfadden Publications, Inc. This was incorrect. He had been associated at one time with the Macfadden group as circulation director.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents
Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Multigraph Ribbons Re-inked

Our **SAUR-TEVD** process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 3 Ribbons to be Re-inked at our expense.

W. Scott Ingram, Inc.

57 MURRAY ST., New York City

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monthly. B

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PRINTING—We have complete facilities for printing weekly and monthly publications, catalogs, &c.; Excellent Service. Jersey Printing Co., 10 West 23d St., Bayonne, N. J.

Advertising Agency, with full recognition, has attractive offer to make solicitor who can obtain accounts. Box 482, P. I.

FOR SALE—"Printers' Ink" Bound Volumes covering the years 1912 to 1928. The set is in excellent condition. Price \$100.00. Librarian, Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., N. Y. C.

WANTED—DETROIT AND CLEVELAND REPRESENTATIVES for a list of trade and farm papers on a strictly commission basis. No drawing account. Box 505, Printers' Ink.

SAVE MONEY

on your printing. Get our prices. Complete campaigns handled. Ideas created. Copy written for folders, booklets, letters, etc., 15 years' experience. Submit your problems for FREE analysis. Answer this advertisement on your letter-head, and we will send you FREE 100 business cards with your name done in "tintography." **CORRECT PRINTING COMPANY** Center and Grand Sts., New York City

211 EAST 45th St., N. Y. C.

For Printing Plant or
Art Service Studio

LOW RENTALS

Four well lighted floors and roomy penthouse available in this attractive building in Grand Central zone; handy to all transit lines; special conditions make possible unusually low rentals for this district; 7,055 square feet available.

Telephone Medallion 5423
KANNE & BESSANT, INC.
460 West 34th St., N. Y. C.

HELP WANTED

WANTED—A1 advertising salesman. Experience in railway field will be helpful. Splendid opportunity in Chicago territory for good business-getter on national monthly. Box 475, Printers' Ink.

WANTED, by nationally known food packer experienced man to direct sales and advertising. State experience, age, and salary expected. Drawer 1160, Columbus, Ga.

COPY—An agency in a city, 3 hours from New York wants a young man with some experience in writing newspaper copy for varied retail business. Excellent opportunity for advancement. Write complete details of experience, age, minimum salary. Box 498, P. I.

YOUNG MAN with newspaper experience to secure subscriptions on New York Metropolitan daily. Small drawing account and very liberal commissions. Success will be rewarded by excellent opportunity in Advertising Department. Box 481, Printers' Ink.

LETTERER WANTED

Splendid opportunity for young man to improve his ability in high-class studio. Only mail applications considered. State full particulars in first letter. The Graphic Arts Company, 172 High St., Hartford, Conn.

ASSISTANT ADVERTISING MANAGER

wanted at once, by high grade trade journal publisher. Must be experienced in advertising, printing and correspondence. Lay-out and copy experience desirable. Give full qualifications, age, salary, etc. Box 495, Printers' Ink.

ADVERTISING MEN in various localities as advertising solicitors for new annual publication with four million circulation. This a big deal commission basis and easily earned. Publishers representatives preferred. Communicate Fort Wayne Printing Company, Fort Wayne, Indiana.

SALESMEN

with experience in selling advertising. We manufacture a complete line of photographic specialties, window and counter displays, post-cards, salesmen's portfolios, etc. Can be handled as an exclusive or side-line. Commission basis. The Garraway Company, Rutherford, N. J.

Want Experienced Lay-Out Man

Eastern utility company doing large merchandise business with several offices requires services of lay-out man and visualizer. Young man with ideas and ambition desired. Good future ahead. Give complete information, samples of work and salary expected, in first letter. Box 490, Printers' Ink.

LEADING BUSINESS PAPER PUBLISHER serving manufacturing industries wants aggressive, reliable salesman in New York territory. Replies confidential. Box 485, Printers' Ink.

LABEL SALESMAN

Lithographic firm of established reputation desires label salesman with following. Generous arrangement and every possible aid is offered to man who can produce. Application by mail.

GEO. E. TOOKER, INC.
1401-1449 37th St., Brooklyn

POSITION OPEN for sketch artist to take charge of designing department of litho concern in New England city. One with ability to sketch suitable for reproduction by photo litho process, also capable of making wash or pen drawings of buildings and bird's-eye views for stationery designs. This is a favorable opening for one with necessary qualifications. Box 486, Printers' Ink.

BUSINESS BOOKS

I want an assistant, ambitious to learn business methods by writing about them. The work will consist of preparing material for books and articles. An interest in aviation would help. This work might be done on a part-time basis. Please write me about your experience and ambitions, but do not telephone or call. Percival White, 25 West 45th Street, New York City.

PHOTO-ENGRAVING SALESMAN

Due to expansion of our plant because of increased business, there is an opportunity for a salesman who controls business to connect with a successful plant, operating day and night. Only man with thorough experience will be considered, salary and commission.

FEDERAL PHOTO ENGRAVING CORP.
304 East 23rd Street
New York City

TECHNICAL COPY WRITER and assistant to head of department wanted by large, growing manufacturer of power-plant equipment located 90 miles from New York City. Must be a **GRADUATE ENGINEER**, preferably mechanical with at least three or four years technical advertising experience. Immediate salary commensurate with qualifications. **EXCEPTIONAL OPPORTUNITY FOR GROWTH.** Our staff knows of this advertisement. Give full particulars including technical training, advertising experience, age and salary expected. New York or Philadelphia interviews can be arranged for. Box 487, Printers' Ink.

POSITIONS WANTED

ARTIST—Young man, experienced, A-1 letterer, layouts rough and finish, fur coat wash drawings, furniture, etc., all mediums; desires promising connection. Box 493, Printers' Ink.

COPY WRITER—

**ALSO SPLENDID VISUALIZER
MAIL ORDER—DIRECT MAIL
NATIONAL ADVERTISING**

exceptional experience N. Y. 4A agencies; immediately available to concern requiring highest type ability. Box 500, P. I.

ART SERVICE FOR EVERYBODY. Ideas, Roughs, Dummies made up without obligation. No charge if not acceptable. Ten years' experience. Box 504, Printers' Ink.

ADVERTISING WOMAN—3 years retail adv. mgr.; 2 years agency work. Young, original. Wants Eastern position offering real opportunity. Now employed. Box 477, Printers' Ink.

Versatile Artist and Layout Man—Thoroughly experienced with reputable Agencies, Direct Mail Printers, Newspaper and Engraving Houses. Will consider position, free-lance or part-time. Box 479, P. I.

Artist Creative Ability—Ambitious young man, 25, with thorough knowledge of Commercial Art desires to make connection with a good concern. Opportunity primary, salary secondary. Box 483, P. I.

ACCOUNTANCY—Young woman seeking position to acquire practical experience in accounting. Pace Institute student. Stenographer and Typist—nine years' diversified experience. Box 497, P. I.

VERSATILE ARTIST—Layouts, lettering, booklets, figures, color. Few hours daily available for reliable organization who would appreciate services; dependable free lance. Box 496, Printers' Ink.

Advertising and Direct Selling

Age 33, educated, 10 yrs. exp., direct mail, trade journal, handling and training house to house salesmen. Desire change high grade references. Box 491, P. I.

HOW ABOUT ME!

ADVERTISING—PROMOTION—CIRCULATION. Married man, 31, ten years with publications. N. Y. C. only and no outside solicitation. Write Box 484, P. I.

AVAILABLE IMMEDIATELY

Copy Writers, Secretaries, Stenographers, Bookkeepers, Billers
MIDTOWN PLACEMENT SERVICE
507 5TH AVE. MURRAY HILL 10347

CAPABLE EXECUTIVE with broad experience in manufacturing and merchandising wants responsible connection with high grade organization as sales promotion manager or assistant to chief executive. Available on reasonable short notice. Box 499, Printers' Ink.

ARTIST

doing advertising illustration, book illustration and covers in several mediums desires to make connection to work on free lance or contract basis in own studio. Box 501, Printers' Ink.

STAR COPY MAN WANTS NEW JOB

Advertising, sales-promotion and mail-order man—now employed as star copy man with a 4A advertising agency—desires a connection of responsibility with advertising agency or manufacturer. Have a ten-year record of achievement for producing business on a profitable basis. Can develop practical plans; create effective campaigns; originate striking illustrations and write refreshingly persuasive copy. American; Christian; age 36; salary "open." Box 492, Printers' Ink.

PUBLISHER'S SECRETARY, familiar with routine of make-up, production, writing copy, handling correspondence, desires position in New York City. Long experience. Box 478, Printers' Ink.

ADVERTISING PRODUCTION ASSISTANT Young Woman, 24—5 yrs. experience, wishes position as assistant to mechanical production manager Publisher or Agency, New York City. Box 506, P. I.

Art Director—Newspaper, Magazine, Commercial Art and Advertising. Interview will surprise you. Box 489, Printers' Ink.

Married man, 29, wants to join or organize newspaper promotion or advertising service dept. or both—where possibilities are less limited—or connect with agency. Now manager promotion and advertising service dept. on large paper. Exceptional 8-year record in visualizing, copywriting, production and management. Box 503, Printers' Ink.

EXECUTIVE or COPY WRITER—Bank, advertising agency, manufacturer or financial advertising service. Two years Pennsylvania agency; 3 years advertising manager N. Y. manufacturer; 7 years own advertising service. Resultful copy and attractive layouts. Knows catalogs and booklets. Considerable U. S. travel. Married Christian American of 35. Willing to start at \$5800. Box 476, P. I.

ADVERTISING MAN

—Available to agencies or advertisers as free-lance or part-time advertising manager. Combines copy, planning, rough visualization and layout. Knows merchandising, media, space buying, buying of art-work, engraving and printing. Has wide experience with varied products. Is no "superficial" worker. Offers planned advertising and full cooperation in solving sales and advertising problems. Box 480, Printers' Ink.

An Energetic, Well-Qualified Young Man, 35, married, desires position with reputable firm in capacity as district manager or assistant.

Past ten years in food specialty field in modest executive sales capacities covering the grocer trade throughout south and southwest. No objection to other class trade or territories. A connection will suffice for further comments on capabilities. Services available immediately. Box 508, Printers' Ink.

I WAS MANAGING EDITOR OF A NATIONAL WEEKLY

Now I am looking for a connection with a publishing house or advertising agency.

I am 25 years old, a college graduate, with five years' experience with magazines: as writer, layout man and executive.

I have also prepared advertising and launched publicity stunts that attracted nation wide attention. One of them resulted in Congressional action.

References from publishers and others will testify to my success as managing editor.

Will an enterprising firm give me an opportunity to put my abilities at its service. Box 507, Printers' Ink.

MAIL ORDER—DIRECT MAIL—For 3½ years I was Assistant to Direct Mail Subscription Manager of large New York publisher. For the last 2 years I have been Direct Mail Advertising Manager of the largest correspondence school of its kind. Change of policy makes me available April 15. Have sold by direct mail, magazine subscriptions, books, and correspondence courses. Have written and planned complete campaigns designed to secure agents for shirts, lingerie, and cosmetics. Have also had experience selling advertising space. Can make good assistant to somebody or can manage department. Age 24, married. Box 494, Printers' Ink.

HE CAN WRITE

I KNOW A WRITER with talent of high order, rare mental equipment, fertile background and character. His work tempts with its readability. Even dull subjects, under his touch, sparkle. He delights in word-craft. His respect for the realities is wholesome. He has had a rich, robust experience in the trade paper editorial field and, though now employed by a regional business publication, seeks a better market where he can progress along the upper levels of his ability. Anyone who wants to hire what he has would necessarily be congenial. That is a requirement. Chicago preferred. Ask for proof. Box 488, P. I.

35 year old Executive of Real Ability available June 1

More than fifteen years of diversified SUCCESSFUL business practice: Manufacturing, Retailing, Merchandising, various lines. Practical advertising experience from standpoint of Advertiser, Newspaper and Agency. Keen analyst. Honest. No bad habits. Loyal. Good personality. Inspire and maintain confidence. Mason, Elk, Kiwanian, Baptist. 10 years happily married. One child, seven. Own considerable property. EARNING capacity past ten years, \$10,000 to \$15,000. Salary secondary. Interesting work and congenial connection of utmost importance. Excellent as Manager, Advertising Director, Account Executive, or Assistant to President or Publisher who wants capable relief. The kind of man you have often wanted. Box 502, P. I.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

Table of Contents

The Advertiser's Audience	
THEODORE F. MAC MANUS, President, Mac Manus Incorporated.....	3
An Advertising Angle That Overcomes the Higher-Price Obstacle.....	10
What the Consumer Thinks of the Modern Testimonial	
ROY DICKINSON	17
Ten Years But a Day	
ROBERT TINSMAN, President, Federal Advertising Agency, Inc.....	25
Don't Let Credit Policies Hamper Export Sales Programs	
H. L. GEMBERLING, Director, Foreign Sales, Sherwin-Williams Company...	33
Jantzen-Macy Case Raises Interesting Questions.....	36
How to Get Salesmen Actually to Study the Sales Manual	
G. A. NICHOLS.....	41
A Trade-Mark That the Business Will Not Outgrow.....	50
How to Keep Salesmen Away from Their Desks	
H. T. POTTER, Vice-President, The Wyoming Shovel Works.....	57
Basing Bonus Payments on Reduction of Sales Expense.....	60
The Government Made an Advertiser Out of Us	
V. D. SKIPWORTH, President, Silz Packing Co., Inc.....	65
Selling Dealer Helps at a Profit	
DON GRIDLEY	72
How Nine Industrial Executives Co-operate with Each Other	
E. J. HEIMER, Secretary, Barrett-Cravens Company.....	80
Can Advertising Keep Baseball Park Turnstiles Clicking?	
ALLAN C. GOTTSCHALDT, President, Gottschaldt-Humphrey, Inc.....	85
Seven Sales to Each Customer Is Aim of This Window Display	
ROLAND COLE	91
Quote a Dozen Price and the Housewife Will Buy a Dozen	
JAMES O. COOK, JR., Asst. Advertising Manager, Calif. Fruit Growers....	97
What Is the Difference Between a Label and a Trade-Mark?.....	106
A Wholesaler Teaches Retailers Store Layout	
CHARLES WARD, President, Francis H. Leggett & Company.....	113
25 Additional Reasons Why Advertising Should Be Continuous.....	124
The Sales and Advertising Problems of Mergers	
WILLIAM L. DAY, Vice-President, J. Walter Thompson Company.....	129
Export Managers Discuss Their Selling Problems.....	141
Editorials	156
An Objection to Sales Conventions—Advertising Teachers Need Help— Rosy Pictures for New Salesmen—Private or Rotating Management?	
The Little Schoolmaster's Classroom.....	164

PRO
REF

Blind Spots are Expensive Luxuries

For example, it isn't sufficient for a man in the producing end of the oil industry to devote all his study to oil production. To qualify as an able executive he must know what becomes of the oil he produces, both in refining and marketing.

It isn't sufficient for a man in refinery work to specialize wholly and solely on refinery processes. To qualify as an able executive he must know both his available sources of supply and what types of product will be needed to fill tomorrow's demand.



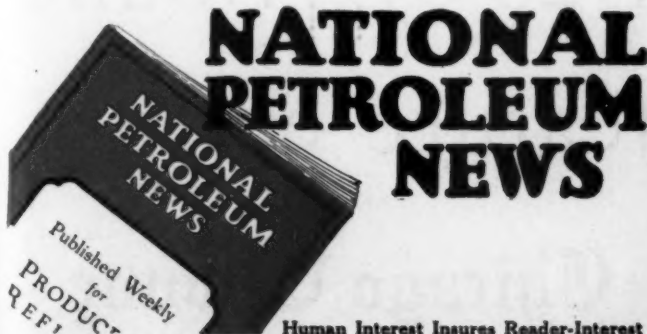
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It isn't sufficient for a man in marketing to concentrate on selling alone. To qualify as an able executive he must keep abreast of production news to guide his quantity purchasing and must keep posted on refining developments so that he can guide his customers to the right merchandise.

NATIONAL PETROLEUM NEWS holds the interest of today's executives and trains tomorrow's managers by giving them, between the covers of a single magazine, the material which keeps them in authoritative touch with the entire industry. These are the men to whom it pays to advertise.



Human Interest Insures Reader-Interest

632,011

letters from readers of the Chicago Tribune were received during 1928 by Tribune feature editors.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

